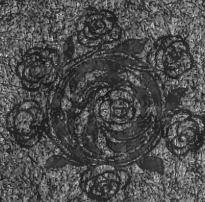


63.84  
Africa  
1927-1928

SEASON 1927-1928

# Madeleine's Floral Farms.

**W**E have the Finest Selection of Pedigree Seeds in South Africa. They are gathered from various specialists all over the globe, and we pride ourselves, and it is the sure foundation on which our business is built, that there are no finer Seeds obtainable anywhere in the world; and they have the unique advantage of having been selected at our trials ground as the varieties best suited to our hot and dry climate.



JOHANNESBURG.

D. N. Shoemaker

D. N. Shoemaker



# LIST OF CHOICE & RARE Flower & Vegetable Seeds.

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SEASON 1927—1928.

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WITH WHICH IS INCORPORATED NUMEROUS TABLES AND  
A WEALTH OF CULTURAL AND GENERAL INFORMATION  
SUCH AS HAS NEVER BEFORE BEEN ATTEMPTED.

It represents **the essence** of years of large practical experience ; and  
a careful study of its pages will save many disappointments and will  
greatly simplify the creation of one's IDEAL GARDEN.

It is a veritable Gold Mine of information.

The method of simplifying matters to suit South Africa's widely  
varying climatic conditions is also **quite unique.**

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## Madeleine's Floral Farms

### Sub-Tropical Seed Specialists.

**FLORAL DEPOT :** Madeleine Buildings, 57, Pritchard Street,  
Johannesburg.

**FLORAL FARMS :** Oaklands, Johannesburg.

**MAIL ORDER DEPT. :** P.O. Box 1141, Johannesburg.

**Telegraphic Address :** "MADELEINE," Johannesburg.

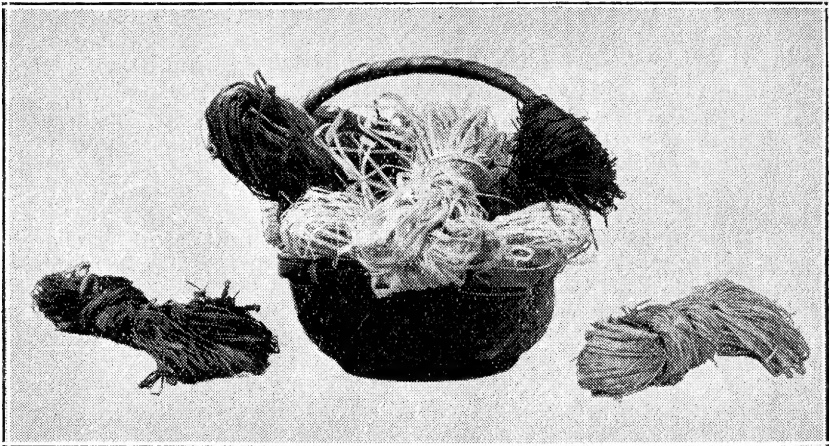


## **RAFFIA, COLOURED**

For making Artificial Flowers, Trimming Hats, etc.

Our Raffia is famous for brilliancy and extraordinary range of colour and for texture and softness. We post it all over South Africa. Price, 9d. per bundle, postage, 2d. extra.

Raffia Cloth, Canvas for foundations, Needles, Varnish, etc. Prices on application.



## **GARDEN RAFFIA, NATURAL COLOUR.**

Owing to the demand for Coloured Raffia, there is a great scarcity of the natural grass and prices fluctuate from month to month in an extraordinary manner. We shall be pleased to quote prices at any time, if you will let us know the weight you require.



## FOREWORD.

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As in previous years, it will be found that we have added several new seeds to our List, and have made some substantial reductions in prices.

Our "Marvel" Culinary Pea has been the outstanding novelty of the year, and has proved to be the variety hot climates have been waiting for. It has proved an amazing success, so much so that we are sold out of all except a few packets of seed until the new season's crop is available about September.

In Sweet Peas we are giving considerably more seeds per packet and we have greatly reduced bulk prices for large quantities.

Nearly all our Flower and Vegetable seeds are put up in 6d. packets, which we post free.

Prices quoted for vegetables by the ounce or pound are also posted free except in a few cases where specified.

It will be found that our 6d. packets will produce more than sufficient plants for the very large majority of gardens. It will also be found that the quality of our seeds is better than ever.

The proof that our seeds are all that we claim for them, is to be found in the hundreds of letters we receive from all over the sub-continent (which letters we shall be pleased to exhibit to anyone interested) expressing delight at the results achieved, and notifying us of successes at Flower Shows. A further proof is the continued very gratifying increase in our business, which is largely due to the kind way in which our customers recommend us to their friends; for which we wish to tender our grateful thanks. As business increases, the ratio of overhead expenses is reduced, which enables us to give better and better value. The benefit is therefore mutual, and we trust our friends will prove their appreciation of the substantial reductions we are now making in the prices of our vegetable seeds by introducing and recommending us to as many people as possible.

We beg to thank our numerous friends who have so kindly sent us photographs, letters of commendation and particulars of prizes won. All this is most encouraging and most helpful, and we cordially invite and shall be most grateful for a continuation of such kindly co-operation.

We shall always be pleased to quote special and very favourable prices for seeds in bulk required by Market Gardeners, on receipt of requirements. The product of our seeds is outstanding, and will be found to command a ready sale at fancy prices. A trial will convince that our seeds are sure money makers.

**MADELEINE'S FLORAL FARMS.**



### *Special Note:*

The season 1926-1927 was one of the very worst for seed raising experienced in South Africa, the heat being very great and there being very little rain or moisture in the air. As we point out in paragraph 5 on page 12 of this Catalogue, it is almost impossible to raise seeds, especially the finer ones which are near the surface, without a frame, under such weather conditions, and we would strongly urge our friends to have small portable glass frames made. A small closed-in frame will save money in seeds and much disappointment.



*The raising of Flowers from Seeds in South Africa presents considerable difficulty to those who have not studied the problem, but is quite easy when once the few underlying principles have been grasped.*

**KEEP SEEDS MOIST.**—It is imperative to remember that seeds must never be allowed to become dry once they have been planted.

**SHADING IS NECESSARY.**—It is impossible in practice to keep seeds moist if they are exposed to our fierce sun. Shading is therefore necessary. In any case seeds germinate better in shade.

**LIGHT IS ESSENTIAL.**—Once the seedlings come through the ground it is absolutely essential they should get as much light as possible, as otherwise the seedlings will become weak and stalky and will never make strong, sturdy plants. The direct rays of the sun should therefore only be excluded.

**PROVIDED THE FOREGOING THREE ESSENTIALS ARE CAREFULLY ATTENDED TO, SUCCESS IS ASSURED.**

#### **SOWING SEEDS IN TINS.**

Place a layer of cinders or small stones about one inch deep over the bottom of the tin and fill up nearly to the top with nice crumbly soil containing about one-third part of sand. The surface should then be gently pressed down with a piece of wood or anything smooth.

When the seeds are sown, be careful not to cover too deep. Very fine seeds such as Petunia, etc., do not require any soil over them at all; they should just be pressed down gently. Seeds a little coarser such as Antirrhinum, Salpiglossis, etc., should be only just covered with a sprinkling of finely sifted soil. The bigger the seeds the deeper they should be planted, until one gets to big seeds such as Lupins, Sweet Peas, etc., which should be planted about one inch deep.

After covering the seeds, whether small or large, the surface should be again pressed down gently.

After firming, give a good watering. With the finer seeds it is important to use a fine spray and to make sure that the surface is not flooded, as this means floating the seeds and washing them down to one side.

Our new "Ideal" Sprayer (see pages 64, 65, 66) solves what used to be the greatest difficulty in germinating fine seeds, viz., watering them without disturbing the seeds. You will find the "Ideal" Sprayer does the work absolutely perfectly, and is simply invaluable for this and many other purposes.

#### **SOWING SEEDS IN THE OPEN.**

In sowing seeds in the open the seed beds should be firmed by patting down with the back of the spade. The depth to which the seeds should be covered in the open is much the same as in tins, and, when covered, the surface must be again patted down with the back of the spade. Firming the seed beds is most important.

Vegetable seeds scattered broadcast are usually just raked in and patted down, but we strongly recommend sowing seeds in rows, as this greatly simplifies weeding and hoeing.

Wooden frames about six inches deep and covered with a curtain of hessian (as explained under "Shading") greatly simplifies seed raising in the open.



### SHADING.

The keen gardener who wishes to make reasonably sure of success, is strongly recommended to have a glass-covered frame of some sort. In such a frame it is possible to keep both the surface soil and the air itself in a reasonably moist condition without constant watering. Care must, however, be taken to shade the glass to prevent burning, and air and light must be gradually admitted immediately the seeds come through the ground, to prevent legginess.

Whether seeds are sown in tins or in the open, it is **absolutely imperative** to keep them shaded all the time until germination starts.

The best shading material is Hessian of light weight such as furniture firms use for packing. It should, of course, be supported about six inches above the surface of the ground.

### TRANSPLANTING.

All seedlings should be transplanted from the seed tins when quite small. We recommend putting them in nursery beds where they can be shaded and looked after, but tins can be used if necessary.

It is of the utmost importance to firm the soil round the roots when transplanting, after which give a real good watering to further settle the ground.

When transplanting, it is highly desirable that the ground should not be either too dry or too wet and, of course, cool, cloudy weather with moisture in the air, greatly simplifies matters.

Whilst a light spraying of the foliage every morning and evening in warm weather is beneficial, the transplants should only be watered when required. Indiscriminate watering once or twice a day is a mistake.

It is well to remember that in dealing with seedlings of double flowers such as Petunias, Carnations, etc., only a small proportion will be doubles, and these will be the puny weaklings of the batch. Save the weaklings, therefore, and give them special care. The strong-growing seedlings will probably be singles.

### CRITICAL STAGES.

The critical stage for all the finer seeds is just as the hair-like roots are being pushed out. Should the surface soil get dry, even for a few minutes, just at this time, the roots shrivel up at once and the seeds are utterly destroyed. The critical period of the different seeds varies according to the time they take to germinate.

#### **Most failures are attributable to just some little oversight at the critical stage.**

The next difficulty, when the seeds have come through, is to prevent the seedlings becoming leggy and drawn, without checking further germination. This requires great care in shading, so that the plants, whilst protected from direct sun, get as much indirect light as possible.

As the seedlings get stronger, they can be gradually accustomed to direct sun in the mornings and late afternoons.

### PLANTING OUT.

When planting out in flowering quarters in the open or when moving or replanting old plants, it is most important to firm the soil thoroughly round the roots and then to give a good soaking of water.

The best shading in such cases is sprigs of some evergreen such as a hedge plant or wattle tips, which should be stuck in the ground round each plant. This protects from both wind and sun, and can be gradually opened up as the plant becomes established.

### WATERING PLANTS.

When watering, whether plants, seeds or seedlings, go over and over the ground until it is thoroughly saturated for at least a foot in depth and much more in the case of deep-rooting plants such as Sweet Peas, Perennial Phlox, etc., etc. Insufficient watering is probably the greatest cause of disappointing results in South Africa. It is almost impossible to make a Kaffir understand this, and where the watering is left to him, it will usually be found that the watering-can is not moved about sufficiently. The result is that the water mostly runs into pockets and that if the rest of the ground is dug up it is found to be quite dry an inch or so below the surface, although it looks wet on top. Constant light waterings on the surface only are positively injurious. The secret of success, to which we attach the greatest possible importance in a dry climate, such as ours, where the water-level of the soil is usually a long way below the roots, and which we wish to impress on our readers as being quite one of the most important points in horticulture in South Africa, is that unless a thorough soaking is given when watering it is better to leave it out altogether. If in doubt, turn up the soil with a stick or trowel and see how far down the water has penetrated.

### MULCHING.

The all-important value of surface mulching is not properly understood in South Africa, but it is an absolutely invaluable aid. All the beds at our Floral Farms receive constant dressings of half-decayed cow manure of about 1 to 2 inches in depth. This keeps the roots cool and the ground moist. To secure the best results **you must mulch.**

### VITALITY OF SEEDS.

Some seeds, such as Gerbera Jamesoni Hybrids, Scabious Caucasica, Delphinium Hybrids, Statice Latifolia, and lots of others, lose their vitality in about four months, more or less, and very many do so within twelve months.

Were there **anything** approaching a fixed period of vitality for the various seeds, it would be a simple matter to compile a chart, but as the climatic conditions under which the seeds are ripened and harvested and the percentage of moisture which they contain are governing factors, any such chart would be valueless.

In this matter the public are entirely at the mercy of the seedsman and it becomes a question of confidence.

**Madeleine** has established a unique reputation for doing everything on ideal lines, regardless of expense, and better than anyone else. This applies to **Madeleine** seeds, which are **matchless** in fact as well as in name, and we intend to win and hold your confidence.

There is only one way of knowing that the vitality of any particular seed is as it should be, and that is by making a germination test, and such tests must be constantly repeated so as to detect deterioration.

Our seeds are constantly being sown and tested under a rigorous percentage control basis of germination at our Floral Farms, and as soon as deterioration sets in the seeds are destroyed. We do this to protect our own good name as well as to protect our clients. By so doing, the all-too-common practice of selling seeds in blissful ignorance of the fact that they have lost their vitality and are quite valueless, is effectually prevented. This costs money and precludes our selling cheap seeds, but it secures our clients the **best value** and eliminates the heart-breaking disappointment of losing a season or a successional crop of flowers or vegetables through sowing seeds that are absolutely dead.

By setting ourselves this, which is the highest possible standard, and by adhering to it rigidly, no matter whether we make a profit or a loss out of any particular batch of seeds, we intend and know we shall succeed in building up the biggest seed business in South Africa, and we shall be satisfied with nothing less.

If we receive an order for a seed that our germination test has shown to have deteriorated, we write to the customer to say that the seed has been withdrawn and that we have booked the order for delivery immediately the new crop has been harvested.

Owing to the intense heat and the extraordinarily dry atmospheric conditions South Africa is one of the most difficult countries in the world in which to germinate seeds.

To make matters worse, there are practically no green-houses, glass frames or appliances of any kind in which to raise seeds.

It is obviously impossible for the ordinary amateur horticulturist who has to attend to household or social duties or shopping or business, to be always on the spot, and as we have previously explained, a few minutes neglect or oversight at the critical stage may undo weeks of care. Also remember the critical period of the various seeds varies according to the time they take to germinate, so that some may succeed and others fail. Under the circumstances, it is clear there are bound to be many horticultural tragedies. When such occur, don't try to excuse yourself by blaming the seeds. **We know** the seeds are right before we send them out, so it is quite futile to blame them. The thing to do is to get another packet and try again.

WE STAKE OUR REPUTATION EVERY TIME AGAINST INDIVIDUAL INFALLIBILITY IN SEED-RAISING. EVERYBODY FAILS AT TIMES.

WE REALIZE THAT OUR BUSINESS EXISTENCE IS DEPENDENT ON OUR RELIABILITY, SO WE ENSURE OUR RELIABILITY BY THE MONEY SPENT AT OUR TRIALS GROUND.

### DIFFICULT SEEDS.

In cases where plants are rare although seed is available, it may generally be taken that there is some difficulty in obtaining satisfactory results from seeds. In the event of failure in such cases write and ask our help in treatment, but do not write and say the seed was no good. You may take it as certain that the seed was good or we should not have sent it out. The germination of many varieties of seeds requires expert knowledge such as few people outside the nursery trade possess. For instance, the seeds of several perennial plants may take anything from 1 to 4 years to germinate; some germinate best if kept cold and others refuse to come up unless under summer, sub-tropical conditions; some must be kept wet all the time and others will only succeed if given a minimum of moisture. This subject is being scientifically investigated and is much too big and complicated to be dealt with here. The news will, however, come as a revelation to a considerable number of people. the usual idea being that if seeds fail to germinate in a month or so, regardless of variety, they are no good.

**Successful horticulture is not the simple proposition so many people seem to think; it requires years of study and experience as well as unremitting care and attention.**

### NO AGENTS.

When seeds are distributed to Agents there is nothing to prevent the Agent from selling seeds that have lost their power of germination through age. In order to absolutely control our stock, we have decided not to distribute our seeds through Agents throughout the country. **Madeleine's Matchless Seeds** will therefore be obtainable direct from ourselves only.

### COLOUR SCHEMES.

So as to get away from the usual jumble of mixed colours and to facilitate the working out of colour schemes and the bold grouping of separate colours, we are making a special feature of seeds in separate colours of all the favourite garden flowers, such as Antirrhinums, Asters, Larkspurs, etc., etc., and we strongly recommend these in preference to mixed seeds.

Part of the pleasure of the garden consists of planning out the future, and then seeing Nature carrying out your ideas. In your garden, as in your home or business, be distinctive and specialize. Have a definite object in view, and then select your plants and colours to carry it out. Go in for bold splashes and combinations of colours, and keep on varying them, so that your garden is a constant source of interest to your friends as well as to yourself. You will be surprised to find how the pleasure of this will grow on you and the amount of real solid satisfaction and contentment it will afford you.



### NOVELTIES.

Horticulturists the world over are busy evolving new plants, new types, and new colours in old ones. Each year we get out all the most promising novelties and try them at our own Floral Farms; and those that prove suitable to our conditions and really have intrinsic merit (many being absolute frauds) we include in our Catalogue the following year. We are, and we intend to be, bang up-to-date and to have the newest and best of everything.

Careful perusal of our Catalogues will disclose that we list a large number of seeds which are unobtainable elsewhere in South Africa, and which even in England are only listed by specialist firms who make a feature of supplying seeds of the rarer plants. It will also be found that we are far ahead of others in the matter of supplying seeds in separate colours.

### GARDEN TREATMENT OF FLOWERS.

Different plants require different cultural treatment. Some, such as Delphinium, Perennial Phlox, etc., require deep, rich, cool soil and plenty of moisture. Others, such as Mesembryanthemum, Eschscholtzia, Iris "Susiana," etc., thrive best on dry banks.

Then, again, plants such as the lovely flowering Pyrethrum Roseum, Violets, Geum, Poppy, etc., will only give of their best if protected by modified shade from fierce sun.

We are ourselves learning every day at our Floral Farms, and we have plenty still to learn, but the result of our experience is placed unreservedly at the disposal of our clients, and we invite and shall welcome any inquiries addressed to us on horticultural matters. If, therefore, any of our clients are in doubt or difficulty as to the best situation for or treatment of any particular plant or seed, we shall be glad to render every assistance in our power.

We know that if we can help you in this way from time to time we shall make a friend of you instead of merely a client, and that is the basis on which we desire to conduct our business.

### BIENNIAL AND PERENNIAL SEEDLINGS.

Such favourite flowers as Canterbury Bells, Aquilegia, Hollyhock, Delphinium and many others, do not flower the first season from seed, and this often causes disappointment.

We raise large quantities of these plants from the choicest seeds obtainable, to provide the glorious flowers which are so much admired at our Floral Depot; and we are prepared to supply our clients with these same plants during the winter months, at which time they can be safely lifted and transplanted, and can be relied on to flower the first season after planting.

We are sure many of our clients will find this to be more satisfactory than sowing such seeds themselves, as it eliminates blank spaces in the garden and the tedious attention necessary over a lengthy period.

A price list of such plants will be forwarded free of charge to anyone desiring same.

### SPECIAL NOTE.

Very few people outside the trade are aware of the enormous difference in both quality and price between ordinary and pedigree seeds, both as regards flowers and vegetables. It is often supposed for instance that a packet of Pansies is just a packet of Pansies and that one is just the same and as good as the other. This idea is entirely wrong and we cannot dispose of it better than by giving definite facts. It is a fact that **MADELEINE'S MATCHLESS PLUMOSA** Celosia costs exactly fifty (50) times more than the ordinary Celosia, and eleven (11) times more than Celosia **THOMPSONII MAGNIFICA**, which is usually considered to be an exceptionally choice variety. The same thing applies right through in more or less degree. Our **MATCHLESS** Single Petunia seed costs over one hundred and ninety (190) times the price of ordinary bedding Petunias.

It is an absolute fact that we buy the very best seeds obtainable in their respective classes regardless of expense.

We venture to think the foregoing facts are so amazing as to be almost unbelievable to the uninitiated. Should, however, anyone doubt these statements, we shall be pleased to afford them the proof.

**MADELEINE'S MATCHLESS SEEDS**, as we have previously pointed out, are the choicest pedigree seeds obtainable in the world and no finer seeds are purchasable in any place in the world. Our clients may therefore rest assured that they are getting the best possible value for their money. The best is only just good enough, so why lavish care and money on cheap and inferior seeds. The difference in the cost of the garden at the end of a year would be a mere trifle to set against the pride and real solid satisfaction and enjoyment to be derived from having something superlatively good and beautiful.

**These notes have been purposely condensed to enable the reader to grasp and commit to memory the essential points.**

**Once the main underlying principles are mastered, difficulties vanish or are easily overcome.**

**To amplify our remarks to meet every case would be to defeat their object.**

### **FLORAL DEPARTMENT.**

**SICK FRIENDS.** What more cheering message can you send than a bunch of beautiful flowers? Wire us and we will deliver the flowers attaching a card with your name. Sending flowers to Hospitals, Nursing Homes and Private Residences forms one of the leading features of our Floral Business. Our flowers are famous and are sent out as fresh and as carefully selected as if you took them yourself. We cannot afford to damage our reputation.

**BIRTHDAYS AND ANNIVERSARIES.** Flowers make an inexpensive but greatly appreciated gift.

**FRIENDS ARRIVING.** Let us send flowers to their home or hotel to greet them on arrival.

**FRIENDS LEAVING.** What nicer send-off than a bunch of flowers delivered to them on the train?

**FRIENDS SAILING OVERSEAS.** We can arrange through our Agents at Cape Town or Durban to deliver flowers on board the boats.

We can also arrange through our Agents at Pretoria, Cape Town or Durban for flowers to be delivered to Private Residences, Hospitals or Nursing Homes at these towns.

### **WREATHS AND FLORAL DESIGNS.**

Our Floral Work is as famous as our flowers. Distinctive and artistic wreaths from £1 1s. 0d. upwards, delivered anywhere in Johannesburg; or, through our Agents at Pretoria, Cape Town or Durban.

Country orders can be sent by rail anywhere in South Africa, and we make them of flowers specially selected to stand the particular journey.

Where time permitted, we have sent wreaths to Cape Town which arrived in perfect condition. Wreaths made of Statice or Everlastings can be relied on to arrive in perfect condition anywhere in South Africa.

We have many orders for wreaths to be placed on graves every six or twelve months. In such cases, we provide Statice Wreaths, which keep for weeks.

**ADDRESS TELEGRAMS TO "MADELEINE, JOHANNESBURG."**

**WEDDING AND PRESENTATION BOUQUETS.**

Bouquets of suitable flowers, in season, such as Carnations, Spanish Iris, Roses, Sweet Peas, etc., or Sheafs of Arum Lilies, St. Joseph Lilies, Gladioli, etc., can be relied on to arrive in good condition where the railway journey does not take more than about 12 hours. Prices from £1 1s. 0d.

Our FLORAL work is always artistic and reliable and of outstanding beauty. Our reputation demands the best workmanship and the best flowers.

Where desired, we make special appropriate designs for Masonic Lodges, the South African Red Cross and other Societies, and we can always supply Crosses, Harps, Hearts, Cushions, etc., at shortest notice.

Wedding Bouquets for country districts are supplied in really beautiful, natural-looking artificial flowers, and we most strongly recommend these where there is any doubt of fresh flowers arriving in good condition. The flowers will always be useful later on. Prices from £1 1s. 0d. upwards.



Artificial Bouquet.

**JEWISH NEW YEAR.**

We send out enormous quantities of flowers for the Jewish New Year. Orders from the country are executed with just as much care as local orders. Write or wire your instructions, which should be accompanied by remittance. Bunches of selected flowers from 5s. to 10s.



**WHEN TO SOW.**

We are often asked why we don't include a sowing calendar in our Catalogue. The answer is that conditions vary so enormously in this country, even in places within a few miles of each other, that such calendars, if relied on as they are apt to be, cause endless trouble. We think it better therefore to give the following general directions, which can easily be applied to any conditions.

**ANNUALS.**

Taking annuals first, these can be sown all the year round, provided there is sufficient warmth to germinate the seeds, and they will flower in from 2½ to 5 months from date of sowing. It is for this reason that annuals can be relied on for flowers in winter, where frosts are not too severe, as well as in Spring, Summer or Autumn.

In Rhodesia, Kenya, Mozambique, Northern Transvaal, warmer parts of Natal, Bechuanaland and German South-West, owing to the very hot summer weather, the best results will be obtained from Annuals sown in early Autumn to bloom during Winter and early Spring. This applies especially to such subjects as Madeleine's Matchless Sub-tropical Sweet Peas, Pansies, Violas, Stocks, Calendula, Candytuft, Clarkia, Poppies, Delphiniums "Blue Butterfly" and "Azure Blue," Scabious, Eschscholtzia, Larkspur, Lupins, Mignonette, Forget-me-not and Wallflowers.

In these warmer districts, seeds germinate readily in Winter and Spring, and so, provided suitable hot weather subjects are chosen, it is also quite easy to have flowers in Summer. Varieties which do well include Abronia, Ageratum, Alyssum, Anchusa, Arctotis, Blue Lace Flower, Brachycome, Calliopsis, Celosia, Centaurea, Cistus, Clanthus, Cockscomb, Cacalia, Coleus, Convolvulus, Cosmos, Dianthus, Dimorphotheca, Dolichos, Gaillardia, Helichrysum, Larkspur, Linum, Lobelia, Marigold, Nasturtium, Nemesia, Nicotiana, Phlox Drummondii, Poppies, Portulaca, Salpiglossis, Salvia, Schizanthus, Statice, Sunflower, Tithonia Speciosa and Zinnia.

In our hot climate, the great difficulty is to germinate and establish annuals in Summer for Autumn bloom. It can be done provided unremitting attention is given to shading and watering, and provided the weather happens to be favourable at the critical stage, but in spite of one's best efforts, there will be many failures. The finer the seed the nearer the surface it has to be sown, and, consequently, the more difficult it is to germinate. It is also most difficult to give sufficient shade to keep the ground cool and moist without getting the tender seedlings drawn and hopelessly weak. It is, of course, worth trying for the sake of having Autumn flowers, but do not be disappointed by a big proportion of failures. As the secret of such sowings is to keep the air moist and to prevent the surface soil drying out, shaded frames to place over the beds will be found invaluable. In very hot, dry weather we ourselves use heaps of wet moss in the frames to keep the air moist.

The other extreme in climate is the High Veld and districts where Winter frosts are severe. In practically all such districts it is possible to have beautiful gardens all the year round. Even in Johannesburg, where frosts are often very severe, it is easy to have one's garden a blaze of colour in Winter and there are no heavy rains or hail storms to spoil everything. The secret of Winter flowers is to sow the right sorts at the right time. If sown too soon they are in bloom before the cold weather starts and they go right off at the first cold snap. If sown too late, they hang fire all Winter and refuse to bloom until early Spring. The thing to aim for is to have the plants coming nicely into bloom about the second week in May; they then carry on right through the Winter. The best time to sow is, therefore, the end of January to end of February, according to variety.

The best subjects for Winter blooming in Johannesburg and High Veld generally are Abronia, Alyssum, Arctotis, Calendula, Candytuft, Carnation Margaret, Cornflower (Cyanus), Delphinium Blue Butterfly and Azure Blue, Dianthus, Dimorphotheca, Eschscholtzia, Gaillardia, Leptosyne Stillmanii, Linaria, Lupins, Mignonette, Pansies, Phlox Drummondii, Shirley Poppy, Marvel Poppy, Salpiglossis, Verbena, Viola, Viola Cornuta and Wallflowers.

The best time to sow Stocks and Wallflowers for the High Veld is December to early January. Most people leave these far too late.

The weather is too cold in Winter on the High Veld for seeds to germinate unless one has a frame or greenhouse, so it is hardly worth trying. Sweet Peas and Culinary Peas will, however, germinate in Winter where they get the sun during the day.

In Spring all annuals can be sown, but subjects such as Candytuft, Calendula, Pansies, Viola and Viola Cornuta do not like hot summer weather, and are best sown in January or February.

In Summer, and especially in November and December, when the High Veld is swept by hot, dry winds, it is intensely difficult to germinate the finer seeds unless frames are available to keep the air moist and to exclude the wind. Every once in a while, however, there comes a moist, cool spell which gives the seeds a nice start, but failures are to be expected.

Asters are usually sown in early Spring, but splendid results are obtained from Autumn-sown Asters provided they are kept watered in Winter.

Working from the foregoing two extremes in climate, it will be comparatively simple for anyone to decide what to do under their local conditions, and it will be found very helpful to make notes of dates of sowing and results as a guide for the future.

In the Cape Peninsula and districts of Winter rains and hot, dry Summers, Spring and Autumn are the best times to sow annuals. The dry heat makes germination difficult in Summer, although, as in other cases mentioned, it can be done. In Winter, germination can be accomplished readily in frames or greenhouses, but in the open, fine seeds which are practically on the surface are constantly disturbed by the rain and both soil and weather are rather too cold for most seeds, although Culinary and Sweet Peas and such subjects germinate readily. A good deal depends on whether the ground is badly drained and wet or cold or unduly shaded from the sun. Much more can, of course, be done where the soil is light and well drained and where there is a fair amount of sun. In the latter circumstances, the same subjects can be flowered in Winter as at Johannesburg and on the High Veld, and should be treated in the same way. The conditions in the Winter rain districts of the Cape in February and March approximate to the conditions on the High Veld in November and December, and the same remarks apply. The varieties suitable to the various seasons on the High Veld are also suitable for the same time of year on the Cape coast.

The foregoing remarks apply entirely to annuals and subjects such as Antirrhinums, Petunia and a few other perennials which are usually treated as annuals.

### PERENNIALS.

When we come to perennials, the matter is quite simple, and the best time to sow is the same throughout all districts. There are two main governing factors. One is that most perennials bloom in Spring or early Summer; and as this is the natural time for them to bloom, the best results are obtained by having big, strong, well-grown, well established plants ready to bloom at the proper time. This entails sowing the seed in October or November for preference, but not later than January under any circumstances. The plants then have a whole season in which to grow and build up strong roots. They then go dormant in Winter in the ordinary way, when they can safely be moved to their flowering quarters, where they continue to make roots until top growth starts in Spring, by which time the plants are at their best and can be relied on for a fine display.

The other point is that many perennial seeds are very perishable and difficult to germinate, and the best results with such seeds can only be expected if they are sown immediately they are available. Fortunately, the new season's seeds come forward in October and November, just exactly when they are wanted.

Therefore, whatever part of the country you live in you should sow all perennial seeds in October or November, and not later than January.

**NOVELTIES.**

We invite you to try the following Novelties, which we have tried out thoroughly at our Floral Farms and which we confidently recommend as being really good. These will be an object of interest to yourself and your friends, and will be absolutely invaluable to Exhibitors by attracting the attention of the Judges.

BEGONIA, MADELEINE'S "GOLD MEDAL" DOUBLE.  
 BEGONIA, MADELEINE'S "GOLD MEDAL" SINGLE.  
 BLUE LACE FLOWER.  
 CARDINAL CLIMBER.  
 CULINARY PEA, MADELEINE'S MARVEL.  
 DAHLIA, COLTNESS HYBRIDS.  
 GAILLARDIA, DAZZLER.  
 GEUM, LADY STRATHEDEN.  
 GEUM, ORANGE QUEEN.  
 LARKSPUR, MADELEINE'S EXQUISITE.  
 LILIUM REGALE (THE REGAL LILY).  
 LUPIN SUBCARNOSUS.  
 MARIGOLD, MADELEINE'S "GOLD MEDAL" AFRICAN ORANGE.  
 MARIGOLD, MADELEINE'S "GOLD MEDAL" AFRICAN LEMON.  
 MARIGOLD, MADELEINE'S "GOLD MEDAL" FRENCH.  
 PANSY, MADELEINE'S "GOLD MEDAL" MIXED.  
 PANSY, MADELEINE'S MATCHLESS CURLED GIANTS.  
 POPPY, MADELEINE'S MARVEL.  
 RANUNCULUS, MADELEINE'S "GOLD MEDAL."  
 RICINUS ZANZIBARIENSIS, MIXED.  
 STATICE, MADELEINE'S MATCHLESS ROSE.  
 STATICE, MADELEINE'S MATCHLESS BLUE.  
 STOCKS, MADELEINE'S INVINCIBLE.  
 STOCKS, MADELEINE'S CONQUEROR.  
 THALICTRUM DIPTEROCARPUM.  
 VERBENA, ROYAL BOUQUET.  
 ZINNIA, MADELEINE'S "GOLD MEDAL."

See Catalogue for description of the above.

**The following are most difficult to transplant, and should therefore be sown where intended to bloom :—**

Clianthus Dampierii; Eschscholtzia; Genista (Broom); Hunnemannia;  
 Mignonette; Annual Poppies; Romneya Coulterii.

**FLOWERS FOR MARKET.**

Buying cheap seeds for Market purposes is utter folly. The more you are dependent on results the more important it is to buy only the highest grade seeds. As one instance, take Larkspur. The Larkspur flowers, which are usually sold in the Johannesburg, Durban and other markets, are mostly singles and of wretched washy colours. It has cost just as much to produce these flowers as to produce doubles of really fine colours, except for a few pence saved in the seed. Yet, when you come to sell, you find the good colours are snapped up at fancy prices whilst the wretched singles are often unsaleable. The same thing applies to Antirrhinums, Asters, Delphiniums and all other market flowers. Our Floral Dépôt in Pritchard Street, is in the very centre of Johannesburg's most fashionable shopping street, and the flowers which we grow and offer for sale have necessarily to be of the highest possible quality. It is a regular thing for flower lovers to come along to see what we have in our windows; and visitors from all over South Africa make a point of giving us a call to see what we have either new or beautiful. The seeds we sell are exactly the same as those from which our own flowers are grown, and these seeds



are selected at our Trials Ground as being the best the world produces. Clearly, therefore, if you want to be sure of having the best and of obtaining in consequence the top market price, you cannot possibly do better than come to us.

The following are the best selling flowers for Market :—

Madeleine's Matchless Sub-tropical Sweet Peas, Larkspur, Antirrhinum, Asters, Candytuft, Anemone, Ranunculus, Delphinium (Belladonna or Blue Butterfly), Statice, Gypsophila, Scabious (Annual and Caucasica), Zinnia, Mignonette, Primrose, Single Japanese Chrysanthemum, Chrysanthemum (Shasta Daisy) The Speaker, Blue Lace Flower, Marigold, Hunnemannia, Centaurea, Madeleine's Matchless Linaria, Lupins, Stocks,

The above are free flowering and good business commercially. There are numbers of other good selling flowers, especially perennials, but as they have to be grown for twelve months for one crop of bloom they are not a commercial proposition.

### CLIMBING PLANTS FROM SEED.

Ampelopsis Veitchii (Virginian Creeper), Asparagus, Clianthus Dampieri, Convolvulus, Dolichos Lablab, Echinocystis Lobata, Lathyrus Latifolius (Perennial Sweet Peas), Mina Lobata, Scarlet Climber, Tall Nasturtium, Canary Creeper.

### DWARF BEDDING PLANTS.

Abronia, Achillea, Ageratum, Alyssum, Anemone, Antirrhinum (Medium Tall), Arabis, Armeria (Thrift), Aubretia, Bellis Perennis, Brachycome, Candytuft, Cistus, Coleus, Dianthus, Dimorphotheca, Eschscholtzia, Freesia, Heuchera, Incarvillea, Lobelia, Pigmy Marigold, Mignonette, Nasturtium, Nemesia, Pansy, Petunia, Phlox Drummondii, Polyanthus, Iceland Poppies, Portulaca, Primula, Primrose, Pyrethrum, Ranunculus, Sweet William, Verbena, Viola and Viola Cornuta.

### CUT FLOWERS FOR HOME GARDEN.

These are either too perishable or not commercially profitable and are in addition to Market list.

Amaryllis, Calliopsis, Campanula (Wahlenbergia), Canterbury Bells, Carnation Margaret, Clarkia, Cosmos, Delphinium Hybrids, etc., Digitalis (Foxglove), Erigeron, Gaillardia, Galega, Gerbera Jamesonii (Barborton Daisy) Hybrids, Geum, Gilia, Glaucium, Godetia, Helenium, Heuchera, Leptosyne, Nigella, Pentstemon, Petunia, Physostegia, Poppy, especially Madeleine's Marvel and Shirley Single or Double, Primrose, Pyrethrum, Rehmannia, Rudbeckia, Salpiglossis, Sunflower, especially Gaillardia-flowered, Tithonia, Tritoma, Valerian, Viscaria, Zea Japonica, for colour of foliage.

### FLOWERS FOR EXHIBITION.

Amaryllis, Antirrhinum, especially tall varieties, Aquilegia, Asters, especially Giant Comet Goliath, Centaurea, Delphinium, especially Madeleine's "Gold Medal" Hybrids, Gaillardia "Dazzler," Gerbera (Barborton Daisy Hybrids), Geum Lady Stratheden, Gilia Coronopifolia, Heuchera, for dinner table work, Larkspur, Lupin Polyphyllus, Marigold Madeleine's "Gold Medal," Pansy, Pentstemon, Petunia, Perennial Phlox, Poppy Madeleine's Marvel, Poppy Pilosum, Oriental Hybrid Poppy, Rehmannia, Blue Lace Flower, Rudbeckia, Scabious Caucasica, Schizanthus, Stocks, especially Madeleine's Invincible and Madeleine's Conqueror, Madeleine's Matchless Sub-tropical Sweet Peas, Madeleine's "Gold Medal" Zinnia.

### SPECIALLY GOOD HOT WEATHER FLOWERS.

Ageratum, Anchusa, Asters, Brachycome, Convolvulus, Calliopsis, Carnation Margaret, Celosia, Cosmos, Dianthus, Erigeron, Eschscholtzia, Gaillardia, Galega, Helichrysum, Helenium, Hunnemannia, Nasturtium, Nicotiana, Petunia, Portulaca, Pyrethrum Aureum, Rehmannia, Rudbeckia, Blue Lace Flower, Marigold, Salvia Schizanthus, Sunflowers, Tithonia, Tritoma, Zinnia, Tagetes, Statice, Honesty, Japanese Lantern.

**SPECIALLY GOOD WINTER FLOWERS.**

Abronia, Alyssum, Arctotis, Bellis Perennis, Calendula, Candytuft, Dimorphotheca, Leptosyne, Linaria, Mignonette, Myosotis (Forget-me-not), Pansy, Pentstemon, Phlox Drummondii, Polyantha, Primrose, Primula, Stocks, Madeleine's Matchless Sub-tropical Sweet Peas, Verbena, Viola, Viola Cornuta, Wallflower, Poppy Madeleine's Marvel, Poppy, Shirley.

**SPECIAL NOTE RE PEAS.**

Culinary Peas and white and cream-coloured Sweet Pea seeds will rot in an almost unbelievable way if sown in the open in hot weather, unless the ground is carefully shaded from the sun.

On the other hand, we have sown Sweet Peas in the open in winter in a place where some tall trees shaded the beds, and where the ground was white with frost every morning, and yet, although the seeds took over two months to germinate, they did not rot.

**VEGETABLES.**

The following are essentially Summer vegetables :—

Artichoke, Asparagus, Beans, except Broad Beans, Cucumber, Egg Plant, Sweet Melons, Water Melons, Peppers, Pumpkin, Squash, Tomato, Vegetable Marrow, New Zealand Spinach.

These should be sown as soon as the weather is warm enough in Spring. Where a frame or greenhouse is available, it is an excellent plan to make a very early sowing of Cucumber, Sweet Melons, Water Melons, Tomato. In all districts of Summer rains, it is of the utmost importance to sow Sweet Melons and Water Melons very early under glass so as to have the fruits ripe before the rainy season starts. It is because of the dry Summer that Cape grown Sweet and Water Melons are so vastly superior in flavour to the up-country article.

Beans should be sown once a month until March, and Cucumbers, Tomatoes and Vegetable Marrows should have a second or third planting for succession.

The following are essentially cool weather vegetables : Broad Beans, Borecole, Brussels Sprouts, Cabbage, Cauliflower, Salsify, Scorzonera, Cut-and-Come Again Spinach, Turnips, Culinary Peas.

These should be sown in January, February and March, and Broad Beans and Peas may be sown until June.

**ALL THE YEAR ROUND VEGETABLES.**

Beet, Carrots, Cress, Leeks, Lettuce, Mustard, Parsley, Parsnip, Radish.

Onions may be sown from August to October and from January to March.

Culinary Peas can be quite successfully grown in Summer, provided they are kept growing, but if they receive the slightest check, mildew at once plays havoc with them.

In the hotter parts of the country, Beans and Tomatoes can be grown very successfully during Winter.

### PERENNIAL PLANTS.

We make a special feature of plants of the more popular PERENNIALS and BIENNIALS such as Delphinium, Hollyhocks, Canterbury Bells, Oriental Poppies, Cannas, Iris, Statice Latifolia, etc., etc., which we send out each year from the end of May until growth starts.

These are big, strong, open ground plants with big roots, and are of the choicest strain; and they can be relied on to give the finest possible results in Spring.

Most people defer planting until Spring. This is a very great mistake, and cannot possibly yield the same results. The plants should be put in as early as possible in June, when, notwithstanding the cold weather or even very severe frosts, they will be making fresh roots all Winter, and, when growth starts in Spring, they will be thoroughly established and will be able to stand the strain and produce their best. If top growth starts before the plants are well established, the flowers are bound to be disappointing. There is, therefore, everything to gain and nothing to lose by early planting.

All the plants we send out are quite hardy to frost anywhere in South Africa, and, being dormant, the roots can be safely sent by rail or post anywhere in the Union or Rhodesia.

Plant Lists are available in May each year. If you would care for a copy, please drop us a line.

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#### **Sweetwaters, Natal.**

"Your Delphiniums are simply glorious—Never seen such flowers. They are the talk of the place."

#### **Truter St., Malmesbury.**

"I got some Celosia seeds from you and transplanted them in November. They have been in bloom ever since New Year. They have been greatly admired. I have about 16 to 17 shades of red, pink, orange and yellow. Most of them looked like curled ostrich feathers. They are so lovely still, that I cannot summon up courage to uproot them to make way for something else . . . I had some stringless beans from you last year; they were a treat!"

#### **Queenstown, C.P.**

I hope the Hollyhocks are the same strain as some I had two years ago before I left for England. They were perfectly beautiful colours, but, alas, there was nothing of them left on my return."

#### **Empangeni, Natal.**

"The seed received from you have grown awfully well."

#### **Port Elizabeth, C.P.**

"As you sent me two plant lists, I have passed one on to a friend who is just laying out a large new garden, and stated how satisfactory I had found last year's plants purchased from you."

**READ THIS CAREFULLY.**

Most people have rather quaint notions as regards seeds. They think all one has to do is to gather seeds of any and every plant one has in the garden or nursery, and that such seeds will produce the same as the parent. **THIS WOULD BE TOO EASY.** The fact is that if one takes the seed of any improved plant such as double Larkspur, double Stocks, high grade Snapdragons, single Petunias, etc., etc., the progeny after two or three generations will be found to have largely reverted to the original wild type—singles and common colours. Scientific seed raising, like scientific cattle raising, is a never ending fight against reversion to the common type.

**We do not save seeds at our Floral Farms.**

**We buy the Pick of the World.**

Seed saving is a life study in itself. There are seed specialists in England, the Continent of Europe and America, who spend their lives studying and breeding the seeds of one particular plant. They know the characters of the different parents, from which they breed scientifically by hand fertilization.

The various world specialists who devote their lives to improving one particular plant must obviously produce a more reliable and better article than the "handy man" who goes round just gathering any and every seed the garden or nursery produces. The proof of this is that in the world's markets the latter class of seeds are practically unsaleable, whereas those produced by scientific breeding by the great specialists command almost unbelievable prices.

**You cannot afford to run a Trial Ground. We can.**

We do not spend hundreds of pounds every year on Trials just for fun. We do so to keep in touch with the latest developments, so as to secure the newest and finest of everything and the varieties best suited to our fiercely hot climate.

When for 6d. you can get a packet of seeds saved by the world's greatest specialist, and proved at our Trials to be the variety best suited to our climate, it is surely **FOLLY TO WASTE TIME** sowing anything else. Clearly you cannot hope to get anything better.

The public are not just asked to take our word for this. The flowers grown from our seeds are constantly on view in the windows of our Floral Dépôt, Pritchard Street, Johannesburg, for all the world to see; and they are well-known throughout South Africa.

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**Madeleine's Floral Farms,**

**Sub-Tropical Seed Specialists,**

**MADELEINE'S BUILDING,**

**57, PRITCHARD STREET, JOHANNESBURG.**

**Mail Order Department**

-

**P. O. Box 1141, JOHANNESBURG**

POST CARD.

Stamp.

*To*

**Madeleine's Floral Farms,**

MAIL ORDER DEPARTMENT,

P. O. Box 1141,

**JOHANNESBURG.**



To **MADELEINE'S FLORAL FARMS.**

DEAR SIRs,

I suggest that the following persons might possibly be interested in your literature :

Name.	Address.

Signed .....

Address.....

## ORDER FORM.

**To Madeleine's Floral Farms,**  
MAIL ORDER DEPARTMENT,  
P. O. Box 1141, JOHANNESBURG.

Please forward the following to:—

Name.....

**Postal Address**.....

Nearest Railway Station.....

per <sup>post,</sup><sub>rail,</sub> for which I enclose herewith Postal Order for £

**CHEQUES CANNOT BE ACCEPTED UNLESS EXCHANGE IS ADDED**

[illegible]

ORDER FORM

1. Manufacturer's Name: **W. H. & A. Smith**

2. Order Description:

3. Quantity:

4. Price:

5. Total:

6. Remarks:

7. Name of Purchasing Agent:

8. Address:

THE ORDER CANNOT BE ACCEPTED UNLESS EXCHANGE IS APPROVED

ARTICLE

**NEW IDEAS.**

It has always been our policy to originate and lead in business, instead of being content to follow others.

The custom up to the present has been to sell any and every kind of seed or plant, and to stop at that.

It is our intention to advise our clients as to the best varieties to grow, and to continue to show our interest by helping them to grow the plants to the best advantage.

The bigger a business we can build up, the greater will be the diversity of plants and seeds we can stock. If you are satisfied with and appreciate our efforts to lift Horticulture in South Africa to a higher level and to give you better service than any other firm in South Africa has done before, may we ask you to help us by giving us the names of any people in your district who you think might possibly become customers or to whom you think our literature might be of interest.

There is absolutely no responsibility on your part; the name of a person you know by reputation only may be as helpful to us as your best friend. All we ask is that you will help us, so that we can help you by giving you better service. In matters of this kind, it is usually now or never, so, please, do it NOW.

Tear out, fill up and post the enclosed card NOW. We will pay the postage.

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## WHEN TO ORDER SEEDS.

**FLOWERS.**

- |                       |         |                                    |
|-----------------------|---------|------------------------------------|
| JULY AND AUGUST       | - -     | Order Annuals, for Summer flowers. |
| SEPTEMBER TO NOVEMBER |         | Order ALL Perennials.              |
| DECEMBER AND JANUARY  | -       | Order Annuals, for Autumn flowers. |
| FEBRUARY AND MARCH    | -       | Order Annuals, for Winter flowers. |
| APRIL                 | - - - - | Order Annuals, for Spring flowers. |

**VEGETABLES.**

- |                      |     |                                       |
|----------------------|-----|---------------------------------------|
| JULY TO OCTOBER      | - - | Order Summer vegetables (see tables). |
| JANUARY AND FEBRUARY | -   | Order Winter vegetables.              |

# SEED CATALOGUE

1927—1928.

## TERMS OF BUSINESS.

### PAYMENT—CASH WITH ORDER.

The cost of collection on small amounts would be very great in a large Mail Order business, were we to open individual accounts. We prefer to give the maximum value in the seeds.

We pay postage on all flower seeds in the Union and on all vegetable seeds unless where specified otherwise in vegetable catalogue. Postage outside the Union is payable by purchaser.

### NON-WARRANTY.

While Madeleine's Floral Farms believe that all seeds, bulbs and roots delivered by them in fulfilment of any sale fully satisfy what is specified, it is impossible, by reason of the practical difficulties involved, for them to be certain, or to assume responsibility that this is so. Madeleine's Floral Farms cannot, therefore, and do not, hold themselves liable should any such seeds, bulbs or roots not be of the kind or correspond to the description specified; nor must they be deemed to undertake any condition or give any warranty, either by any express words or implication, as to kind, description, quality, purity, growth, freedom from variation or intermixture, productiveness or other matter whatsoever in connection with any seeds, bulbs or roots sold by them. They will in no case be responsible for the resulting crop.

All seeds are sold subject to these terms and conditions.

**Please write name and address very distinctly**, as this may save mistakes and delay.

The following abbreviations are used in the Catalogue :—

- h.a.—**Hardy Annual.**
- h.h.a.—**Half-hardy Annual.**
- t.a.—**Tender Annual.**
- g.a.—**Greenhouse Annual.**
- h.b.—**Hardy Biennial.**
- h.h.b.—**Half-hardy Biennial.**
- h.p.—**Hardy Perennial.**
- h.h.p.—**Half-hardy Perennial.**
- g.p.—**Greenhouse Perennial.**

**ABRONIA UMBELLATA, h.h.p.** Trailing. Rockery plant with rosy-pink verbenashaped flowers. Per pkt., 6d.

**ACHILLEA PTARMICA, "The Pearl," h.p., 2½ ft.** An exceptionally fine and easily grown perennial plant. Useful for any purpose. Pure white, double flowers. Per pkt., 6d.



**AGERATUM, h.h.a., 9 in.** Charming dwarf bedding plants.

**Madeleine's Matchless Imperial Blue.** Per pkt., 6d.

**Madeleine's Matchless Mauve Beauty.** Per pkt., 6d.

**AGROSTEMMA COELI-ROSA, h.h.a., 1 ft.** A member of the Pink family known as "Rose of Heaven." Very pretty old-fashioned annual with rose, white or purple flowers. Does excellently in our climate. Per pkt., 6d.

**ALKEKENGII.** See Chinese Lantern.

**ALONSOA WARSCEWICZII, h.h.a., 2 ft.** Bright scarlet flowers and dark green foliage; very showy and free blooming. Per pkt., 6d.

**ALYSSUM, h.a., 6 in.**

**Madeleine's "Snowstorm."** A very pretty white carpeting plant for beds or rockery. Per pkt., 6d.

**Madeleine's "Lilac Beauty."** A very choice plant with lilac flowers. Per pkt., 6d.

**Madeleine's White Creeper.** A specially selected and very showy creeping variety. Per pkt., 6d.

**ALYSSUM, h.p., 6 in.**

**Saxatile Compactum** (Perennial). Covered with bright yellow flowers; excellent for rockery work. Per pkt., 6d.

**AMARYLLIS, h.p., 2 ft.**

**Madeleine's Matchless Hybrids.** These seeds are from specially selected and choicest varieties only and cannot be surpassed. Gorgeous and strikingly handsome flowers. Per pkt. (12 seeds), 1/-

**AMPELOPSIS VEITCHII.** A fine variety of Virginian Creeper, the foliage turning to glorious colours in the Autumn. Per pkt., 1s.

**ANCHUSA, Annual (new), h.a., 1 ft.** A new type of annual Anchusa, the flowers being a medium shade of blue with white centre. Per pkt., 6d.

**ANCHUSA ITALICA, h.p., 4 to 5 ft.**

**Improved Dropmore.** Lovely gentian blue flowers. Per pkt., 6d.

**ANEMONE, h.p., 1 ft.** These very showy plants are most useful for cut flowers, as also for bedding effect. They can be flowered in one season from seed provided the seed is sown where intended to bloom and provided they get plenty of water and do not suffer a check. The seed must be kept shaded, cool and damp. After flowering, the bulbs can be dried off, lifted and replanted the following season.

**French or Caen type.** Mixed, a very choice strain. Per pkt., 6d.

**St. Brigid type.** Mixed, very large blooms and brilliant colours. Per pkt., 6d.

**ANTIRRHINUM, h.p.** Snapdragon are quite one of the showiest, freest blooming and most useful plants in cultivation, and cannot be too highly recommended for garden cultivation. Owing to their great popularity, several specialists have been engaged for some time in hybridising and fixing glorious colours, with the result that the Snapdragon of to-day is infinitely more beautiful than that of a few years ago. We are making a special feature of supplying the newest and best of these in separate colours. All these varieties are the finest novelties in commerce and were selected at our "Trials." They are an eye-opener to those who have only grown the older sorts, all of which we have now discarded. The size of the pips, arrangement of flowers on the stems and the colourings represent probably the greatest advance in recent years in Florists' flowers.

**Tall Varieties :**

- Elegance.** Terra-cotta, shaded rose. Per pkt., 6d.  
**Hiawatha.** Rose pink and white. Per pkt., 6d.  
**Princess.** Cerise. Per pkt., 6d.  
**Tipperary.** Yellow. Per pkt., 6d.  
**Vesuvius.** Vivid orange and yellow. Per pkt., 6d.  
**Mixed Tall Varieties.** Per pkt., 6d.

**Medium Tall Varieties :**

- Golden Beauty.** Rich yellow. Per pkt., 6d.  
**Harmony.** Chamois-pink, gold lip. Per pkt., 6d.  
**Modesty.** Rose pink. Per pkt., 6d.  
**Madeleine's Beauty.** Terra-cotta and yellow. Per pkt., 6d.  
**Orange Beauty.** Orange. Per pkt., 6d.  
**Pink Perfection.** Deep flesh pink. Per pkt., 6d.  
**Rose Queen.** Deep rose. Per pkt., 6d.  
**Satisfaction.** Almond Blossom. Per pkt., 6d.  
**Volcano.** Flame colour. Per pkt., 6d.  
**White Queen.** White. Per pkt., 6d.  
**Mixed Medium Tall Varieties.** Per pkt., 6d.

**AQUILEGIA, h.b., 2 ft.** This is another greatly improved and popular flower, the newer colourings in which are exquisitely beautiful. As it takes a long time to reach the flowering stage, it will probably be more satisfactory to many people to buy flowering plants in Autumn.

**Madeleine's Matchless Long-Spurred Hybrids.** A selection of the newest and very finest colourings in cultivation. Per pkt., 1/-.

**Bedding Hybrids (Long-Spurred).** Greatly superior to the ordinary bedding type. Per pkt., 6d.

**ARABIS, h.p., 9 in.** Excellent, very early, free flowering perennial of easy cultivation. White flowers.

**Madeleine's Matchless.** Per pkt., 6d.

**ARCTOTIS GRANDIS, h.a., 2½ ft.** A prolific blooming annual, having pretty daisy-like flowers, the colour being white, with the reverse of the petals pale lilac. Per pkt., 6d.

**ARMERIA ROSEA (Giant Thrift), h.p., 1½ ft.** Grows in dwarf tussocks with grass-like foliage throwing up very pretty rose-coloured flowers (something like Scabious) on long stems. The blooms keep a long time in water. A rare seed. Per pkt., 1/-.

**ARUNDO DONAX VARIEGATA, h.p., 6 to 12 ft.** Very handsome variegated perennial grass. Per pkt., 6d.

**ASPARAGUS, h.h.p.**

**Plumosis.** This is the well-known and exquisitely graceful asparagus fern, which is simply indispensable as foliage to go with cut flowers. It thrives in partial shade in any sheltered position. To secure the long trailing growths, which are so much prized, each stalk should be allowed to climb up a piece of string, which it will do naturally and without any training. Per pkt., 1/-.

**Plumosis Nanus.** A dwarf growing variety, which forms most beautiful fronds for bouquet work. Per pkt., 1/-.

**Sprengeri.** A spikey growing form of the above, which is particularly suitable for hanging baskets. Per pkt., 6d.

**ASPERULA TINCTORIA, h.p., 2 ft.** Small white flowers, which can be used for the same purposes as Candytuft. Per pkt., 6d.

**ASTER.** We are making a special feature of these lovely flowers, which are quite one of the most beautiful and most useful of all annuals. Our list will be seen to contain a selection of colours, of types of flowers and heights of growth such as has never before been offered in South Africa, and the seeds are fresh and can be relied on to give a first-class germination. All Asters require rich soil and plenty of water. The principal cause of failure with Aster seeds is sowing too early in Spring whilst the weather is still cold. Aster seeds require gentle warmth to germinate successfully and must be protected in a frame or greenhouse, properly warmed, in severe weather.

**Madeleine's Matchless (Tall).** These flowers are after the Comet type, with flat, twisted and waved petals, which give the blooms an exceedingly delicate and artistic appearance. The plants are taller growing and more branched than the Comets, and they are, consequently, better suited for cut flower work or where taller bedding plants are required. The colours leave nothing to be desired. We strongly recommend separate colours in preference to mixed. Bold clumps of one colour are much more striking and distinctive than a lot of mixed colours, and they give much more scope for artistry and personality.

**Conqueror.** Dark blue. Per pkt., 6d.

**Creole.** Dark pink. Per pkt., 6d.

**Crimson Glow.** Crimson. Per pkt., 6d.

**Foam.** White. Per pkt., 6d.

**Juliet.** Light pink. Per pkt., 6d.

**Romeo.** Light blue. Per pkt., 6d.

**Mixed Matchless Varieties.** Per pkt., 6d.

**GIANT COMET IMPROVED (Medium Tall).** Very beautiful blooms, much the same type as "Madeleine's Matchless," but a little later, and the plants are dwarfer and more compact in growth. These are undoubtedly the most beautiful medium-tall bedding Asters in cultivation, being literally covered with flowers.

**Lloyd George.** Deep rose. Per pkt., 6d.

**Sir D. Haig.** Dark blue. Per pkt., 6d.

**Mixed Giant Comet Varieties.** Per pkt., 6d.

**Comet Goliath.** A special exhibition variety with very large flowers. The finest variety in existence for show work. Mixed colours. Per pkt., 1/-.

**VICTORIA IMPROVED (Medium Tall).** The best known of all the Asters and an old favourite. The plants are very showy and are covered with flowers, which keep particularly well when cut. We strongly recommend these as a medium-tall Aster.

**Mixed Victoria Varieties.** Per pkt., 6d.

**MADELEINE'S MONARCH (Very Tall).** We strongly recommend our Monarch Asters to those desiring a very tall and very late-flowering Aster. The blooms are somewhat stiff in form, but they are exceedingly showy-looking, and, owing to the unusual length of the branches, they are the finest of all Asters for house decoration. There should be some of these in every garden, so as to secure a succession of blooms. The market gardener will find these his best paying line and far superior to any other Aster; and will be very agreeably surprised at the prices received if he produces late well-grown blooms of Madeleine's Monarch Asters.

**Cardinal.** Scarlet. Per pkt., 6d.

**King George.** Violet. Per pkt., 6d.

**Mikado.** Crimson. Per pkt., 6d.  
**Nautilus.** Shell-pink. Per pkt., 6d.  
**North Pole.** White. Per pkt., 6d.  
**Parisienne.** Rose. Per pkt., 6d.  
**Peach Blossom.** Pink. Per pkt., 6d.  
**Queen Mary.** Lavender. Per pkt., 6d.  
**Prince of Wales.** Dark blue. Per pkt., 6d.  
**The Sultan.** Purple. Per pkt., 6d.  
**Mixed Madeleine's Monarch Varieties.** Per pkt., 6d.

**PAEONY-FLOWERED (Extra Tall).** The tallest of all Asters, growing 3 ft. and over in good soil. A new type of Aster, which makes a very striking border plant.

**Mixed Paeony-flowered Varieties.** Per pkt., 6d.

#### SINGLE VARIETIES.

**Madeleine's Matchless Single.** Very beautiful single-flowered Aster with wavy petals. Fine range of lovely colours. Per pkt., 6d.

**AUBRETIA, h.p., 6 in.** New large-flowered Hybrids. Fine for rockwork. This strain comprises many new colours and specially large flowers. Per pkt., 6d.

**BACHELOR'S BUTTONS.** See *Bellis Perennis*.

**BALSAM, h.h.a., 1½ ft.**

**Madeleine's Matchless.** A magnificent strain of these old-world flowers. Per pkt., 6d.

**BARBERTON DAISIES.** See *Gerbera Jamiesoni*.

**BEGONIA, TUBUONS.** Greenhouse Perennial.

**Madeleine's "Gold Medal" Double.** This is the highest grade seed sent out by the world's greatest grower. Per pkt., 2/6.

**Madeleine's "Gold Medal" Single.** The highest grade single seed sent out by the world's greatest specialist. Per pkt., 1/6.

**BELLIS PERENNIS (Bachelor's Buttons), h.p., 6 in.** Very pretty dwarf bedding plants. They are amongst the comparatively few hardy, Winter blooming plants, at which time they are very bright and showy. Extraordinarily large flowers and greatly superior to the old type.

**Montrosa, White.** Per pkt., 6d.

**Montrosa, Rose.** Per pkt., 6d.

**Montrosa, Mixed.** Per pkt., 6d.

**Double Snowball.** Per pkt., 6d.

**BLUE LACE FLOWER, h.h.a., 1½ ft.** A very pretty new plant which thrives in South Africa, and which we most strongly recommend. It makes an exceptionally good cut bloom, as the flowers, which keep well, have long stems and lend themselves to easy arrangement. Also an excellent border plant, free-flowering, dainty and lovely colour. Per pkt., 1/-.

**BOCCONIA JAPONICA (Cordata), h.p., 6 ft.** These are very ornamental herbaceous plants which require good soil, shade from afternoon sun and plenty of water when growing. The flower stems reach to 6 or 8 ft., carrying plumes of cream coloured flowers. They are known as Plume Poppies and are very striking in appearance. We gave a coloured illustration of these some time ago on the front cover of "SOUTH AFRICAN GARDENING." Per pkt., 6d.

**BRACHYCOME, h.a., 9 in.** These are known as Swan River Daisies. The flowers are very pretty—like *Cinerarias*—and the plants are covered with bloom throughout the Summer. Colours, white and blue. Mixed varieties. Per pkt., 6d.

**BRIDAL WREATH.** See *Francoa Ramosa*.

**BROOM.** See Genista.

**BUNCH PRIMROSES.** See Polyantha.

**CACALIA (Tassel Flower), h.h.a., 1½ ft.** A very distinct, showy, free-flowering Annual, which thrives in our hot climate.

**Aurea.** Golden yellow. Per pkt., 6d.

**Coccinea.** Orange-scarlet. Per pkt., 6d.

**CALCEOLARIA, h.a., 1½ ft.** They will not do in the open, but for the fortunate few who possess a greenhouse, these greatly improved and gorgeously beautiful flowers simply must be given a place of honour. The seed is very fine and very expensive, so great care should be exercised in sowing and watering.

**Madeleine's Matchless.** Per pkt., 2/6.

**CALENDULA, h.a., 1 ft.** The well-known Scotch Marigold; very showy garden flower for Winter and Spring blooming; requires good cultivation and plenty of water in Winter.

**Prince of Orange.** Per pkt., 6d.

**Sulphur Queen.** Per pkt., 6d.

**Mixed.** Per pkt., 6d.

**CALIFORNIAN TREE POPPY.** See Romneya.

**CALLIOPSIS, h.a., 2 ft.** Calliopsis are too well known to require a lengthy description. They are of the easiest possible cultivation and are equally bright and decorative in the garden or as a cut flower.

**Drummondii.** Yellow with brown centre. Per pkt., 6d.

**Tinctoria.** Yellow and brown. Per pkt., 6d.

**Mixed Annual Varieties.** Per pkt., 6d.

**Grandiflora.** Large pure yellow. This is really a perennial, but is probably best treated as an annual. Large golden yellow flowers on long stems. Per pkt., 6d.

## CAMPANULA,

**Pyramidalis, Mixed, 6 ft.** The chimney flower, a very beautiful and striking border flower, which, however, should be planted in modified shade. Per pkt., 6d.

**Pyramidalis Compacta, Mixed, 3 ft.,** A dwarfier and more compact form of *Pyramidalis*, Per pkt., 6d.

**Wahlenbergia (Platycodon), h.p., 1 ft.** A very showy, easily-grown herbaceous perennial Campanula with large bell-shaped flowers in white and blue. Keeps well when cut. Per pkt., 1/-.

**CANARY CREEPER (Tropaeolum Canariense).** A lovely creeper which is literally covered with brilliant yellow fringed flowers. The foliage is bright green and very attractive. Per pkt., 6d.

**CANDYTUFT, h.a., 1 ft.** Candytuft plants should not be crowded. Each plant must be given plenty of room to develop and lots of water.

**Madeleine's Matchless Giant White.** Very large hyacinth-flowered spikes. The finest of all white varieties. Per pkt., 6d.

**Empress.** A good bedding type carrying long spikes of white flowers. Per pkt., 6d.

**White Rocket.** The best variety for wreath work and for market growers. Per pkt., 6d.

**Crimson.** A very showy bedding form of candytuft, with rich, dark purplish crimson flowers. Per pkt., 6d.

**New Dwarf Hybrids.** These hybrids have very large flowers and a fine range of colours, including rose, purple, and crimson. They are very showy and easily grown border plants. Mixed hybrid varieties. Per pkt., 6d.



**CANTERBURY BELLS, h.p., 2 to 3 ft.** Canterbury Bells thrive in South Africa and are one of the most deservedly popular flowers we have. It is impossible to pick any particular variety as being the best. Some prefer the cup and saucer form, and others the single, etc., and it is simply a matter of taste. They are all very showy and beautiful. Being a perennial and taking a long time to reach the flowering stage, those with small gardens will probably find it more convenient to buy flowering plants. See that there is no crowding.

**Single Varieties :**

Blue. Per pkt., 6d.  
 Rose. Per pkt., 6d.  
 White. Per pkt., 6d.  
 Mixed. Per pkt., 6d.

**Double Varieties :**

Blue. Per pkt., 6d.  
 Rose. Per pkt., 6d.  
 White. Per pkt., 6d.  
 Mixed. Per pkt., 6d.

**Cup and Saucer Varieties :**

Blue. Per pkt., 6d.  
 Lavender. Per pkt., 6d.  
 Rose. Per pkt., 6d.  
 White. Per pkt., 6d.  
 Mixed. Per pkt., 6d.

**CARDINAL CLIMBER, h.h.a. Climber.** A magnificent quick-growing Annual Climber. Fern-like leaves and beautiful intense scarlet flowers. Strongly recommended. Soak the seeds. Per pkt., 1/-.

**CARNATION. American Tree.** We are often asked for this seed, but we prefer not to stock it, as the results are nearly always most disappointing. The plants usually turn out to be singles or semi-doubles, are mostly "splitters," hang their heads, are of bad form, or have some serious fault. In the past few years millions of seedlings have been raised by professional growers, and yet there are probably not 50 really satisfactory varieties in cultivation, so what chance has the ordinary grower buying a 2/6 packet containing perhaps 15 seeds. It is much wiser to buy plants of named varieties.

**Margaret Double Perpetual-blooming, 18 in.** These are far and away the most satisfactory Carnations to grow from seed. In appearance the flowers are similar to the "American Tree," and they come into bloom quickly and are of the easiest possible cultivation. They flower in wonderful profusion; are quite hardy to frost; the form is good, the perfume simply glorious and the stems are long, strong and wiry. The colours are extraordinarily varied and beautiful and they do not burn in the hot sun as the "American Trees" do. WE CANNOT TOO STRONGLY RECOMMEND THESE either as border plants or for cut-flowers.

**Madeleine's Matchless Margaret (Double Perpetual-blooming).** A superb strain from specially selected plants. Mixed colours. Per pkt., 1/-.

**Madeleine's Yellow Giant Margaret (Double Perpetual-blooming).** A new and very lovely strain of yellow and yellow ground varieties. A splendid novelty. Per pkt., 1/-.

**Margaret Bedding Mixture.** An excellent strain. Mixed colours. Per pkt., 6d.

**CASTOR OIL PLANT.** See Ricinus.

**CELOSIA, h.a., 2½ ft.**

**Madeleine's Matchless Plumosa.** This is the finest strain of feathered Cockscomb (Ostrich plumes) in existence, and includes a lovely variety of colours. They are very fine border plants. Mixed colours. Per pkt., 1/-.

**Thompsoni Magnifica.** A very excellent strain. Mixed colours. Per pkt., 6d.

**CENTAUREA IMPERIALIS, h.a., 4 ft.** Somewhat like a giant-flowered Sweet Sultan. A fine cut flower.

**Lilac Beauty.** Delicate lilac. Per pkt., 6d.

**Rose Queen.** White shaded rose. Per pkt., 6d.

**Mixed Colours.** Per pkt., 6d.

**CENTAUREA, h.p., 4 ft.**

**Montana.** Blue. Large flowered perennial Cornflowers. Per pkt., 6d.

**CHIMNEY FLOWER.** See Campanula.

**CHINESE LANTERN PLANT.**

**Madeleine's Matchless.** Red-fruited Winter cherry. A special strain with extraordinary large fruits, which are splendid for Winter decoration when dried. Per pkt., 6d.

**CHRYSANTHEMUM, Japanese Single.** These are the ordinary single Chrysanthemum. In the past they were usually grown from cuttings, but as cuttings require attention for 9 to 10 months, and the same results can be obtained from seed in 6 months, we strongly recommend the latter. The range of colours is very beautiful, and includes yellow, old gold, bronze, brown, claret, etc. For garden decoration and especially for cut flowers, they are unsurpassable and we confidently recommend them as one of the very finest seed novelties. Per pkt., 1/-.

**Leucanthemum Maximum, The Speaker.** Giant white single daisies. Keep a long time in water and are excellent as cut flowers. Per pkt., 6d.

**CINERARIA, h.p., 1½ ft.** Another flower which is quite indispensable in the green house, where they make a gorgeous display. The form and colours of the newer varieties leave nothing to be desired.

**Madeleine's Matchless.** A particularly choice strain. Per pkt., 2/6.

**CISTUS (Rock), h.p., 6 in.** A very fine rock plant. Colours: White, rose, etc., and blotched. Per pkt., 6d.

**CLARKIA ELEGANS, h.a., 3 ft.** A very beautiful annual, making a good border plant and grand as a cut flower. We grow quantities of this for our Floral Depot.

**Chamois Queen.** Double delicate chamois. Per pkt., 6d.

**Enchantment.** Double rose-pink. Per pkt., 6d.

**Matchless Rose.** Double rose. Per pkt., 6d.

**Royalist.** Double purple. Per pkt., 6d.

**Vesuvius.** Double salmon scarlet. Per pkt., 6d.

**Mixed Double Varieties.** Per pkt., 6d.

**CLIANTHUS DAMPIERI, h.h.p., 2 ft.** The Glory Pea of Australia, a very handsome plant with scarlet and black flowers. Requires a sandy soil and does not transplant. Per pkt., 2/6.

**COCKSCOMB, h.h.a., 9 in.**

**Madeleine's Matchless Crimson Exhibition.** From specially selected plants of the finest exhibition collection in cultivation. Per pkt., 1/-.

**COLEUS, h.p.**

**Madeleine's Matchless.** The finest strain procurable of these lovely foliaged stoep plants, the leaves being very large and gorgeously coloured. These plants do excellently in the open in summer. Per pkt., 1/-.

**COLUMBINE.** See Aquilegia.

**CONVOLVULUS, Major, h.h.a. Climber.**

**Coerulea Grandiflora.** An immense flowered strain of Heavenly Blue Morning Glories. Per pkt., 6d.

**Leari.** A very fine rich dark blue. Per pkt., 6d.

**Imperialis Japanese Giant.** A very beautiful strain of the well-known "Morning Glory." Per pkt., 6d.

**Madeleine's Matchless, Mixed.** A particularly fine strain of these beautifully-coloured flowers. They are one of the finest plants for quickly covering a trellis. Per pkt., 6d.

**CONVOLVULUS, Minor, h.h.a.**

**Madeleine's Matchless, Mixed.** A dwarf form of the above. Very beautiful for hanging baskets or massing. Per pkt., 6d.

Soak the seeds of all Convolvulus in warm water for the night before planting.

**COREOPSIS.** See Calliopsis.**CORNFLOWER.** See Cyanus.**CORNFLOWER ASTER.** See Stokesia Cyanea.

**COSMOS, h.h.a., 5 ft.** These flowers having now become very popular in Europe, hybridists have been devoting considerable attention to them, and have succeeded in adding to the range of colours. They are especially beautiful for house decoration.

**Giant Blush Queen.** New beautiful blush, flaked rosy lilac. Large flowered, single. Per pkt., 6d.

**New Giant Hybrids.** New and very large flowered strain, in many new and beautiful colours. Per pkt., 6d.

**Sunset.** A new orange coloured hybrid which we have grown and can thoroughly recommend. It is quite distinct from the ordinary Cosmos, being shrubby in growth and giving innumerable flowers from the time it is quite small in Spring until cut down by frost in Autumn, by which time it is 5 or 6 ft. high. The foliage also is entirely different and very pretty. A fine new plant. Per pkt., 6d.

**CUCUMBER VINE.** See Echinocystis Lobata.**CYANUS, Minor, h.a., 2½ ft.**

**Madeleine's Matchless Blue.** This is the beautiful blue Cornflower which is such a favourite. Per pkt., 6d.

**Mixed Colours.** White, rose, purple, blue. Per pkt., 6d.

**CYCLAMEN, h.p., 9 in.**

**Madeleine's Matchless.** A giant-flowered strain, the form and colours of which are perfect. Per pkt., 2/-.

**DAHLIA, Coltness Hybrids.** A new class of dwarf Dahlia which has just been introduced. The plants are about 18 inches high and of compact habit, and the colours are very varied. A fine garden plant and easily grown from seed. Per pkt., 1/-.

**DAISY.** See Chrysanthemum Leucantha Maximum. Also see Bellis Perennis (Bachelor's Buttons).

**DELPHINIUM, h.p., 2 to 8 ft.** One of the most gloriously beautiful garden plants in cultivation, provided hand-fertilised seed from selected plants is employed; but, unfortunately, most perennial Delphinium seed is of the cheap and nasty order. Many of the finer types grow from 4 to 6 ft. high if given good cultivation, and the colours are marvellously beautiful. The specimen flowers exhibited at our Floral Depot from time to time have created quite a sensation. We cannot too highly recommend these glorious flowers. As these seeds lose their germinating powers very quickly, we book orders to be executed immediately the crop is harvested. Anyone requiring seed should, therefore, book their orders early.

**Madeleine's "Gold Medal" Hybrids.** It is absolutely impossible at any price or anywhere to obtain finer Delphinium seed than this. It is isolated seed of the newest and finest named varieties only. It throws a large percentage of superlatively good seedlings which are equal to the best named varieties and there are very few "throw backs." There is no comparison between this and the best ordinary Delphinium seed, whether for exhibition, cut flowers or garden decoration. Per pkt., 1/- and 2/6.

**Madeleine's Matchless Perennial Hybrids.** A first-class strain which, whilst not quite as good as our "Gold Medal" strain, is far ahead of the usual run of Delphinium seed. Per pkt., 6d. and 1/-.

**Rev. E. Lascelles.** Comes fairly true from seed. Large, double, deep blue with white centre. A rare and expensive seed. Per pkt., 2/6.

**Madeleine's Matchless Belladonna.** A very beautiful pale blue Delphinium of medium height, and, being a good keeping flower, the best of all the species for cut flower work. We cannot too strongly recommend this. Per pkt., 1/-.

**Formosum.** A rich blue counterpart of Belladonna. Per pkt., 6d.

**Madeleine's Matchless Blue Butterfly.** The dwarfiest of all, growing from 18 in. to 2 ft., and the easiest of cultivation. The flowers are a lovely dark blue, and are largely grown for market. Our seeds are gathered from selected plants only, and are greatly superior to the ordinary strain. Per pkt., 6d.

**Madeleine's Matchless Azure Blue.** A dwarf and very pale blue form of the above. This is a new break in colour, but we predict it will become as popular or more so than Blue Butterfly. Per pkt., 6d.

**DIANTHUS (Pinks), h.b., 12 to 18 in.** Very showy and easily grown flowers, which are excellent for borders or for cutting. These plants are particularly suited to our hot climate.

**Chinensis (Indian Pinks).** Double, mixed. Per pkt., 6d.

**Chinensis (Indian Pinks).** Single, mixed. Per pkt., 6d.

**Heddeweggii.** A very beautiful new type with larger flowers and very fine colours. Double, mixed. Per pkt., 6d.

**Heddeweggii Superbissimus.** Huge frilled flowers and gorgeous colours. Single, mixed. Per pkt., 6d.

**Laciniatus Salmon Queen.** Double Salmon. Per pkt., 6d.

**Laciniatus Snowstorm.** Extra large double white flowers with lacinated petals and long stems. Good for cutting. Per pkt., 6d.

**DIDISCUS.** See Blue Lace Flower.

**DIGITALIS, h.b., 3 ft.** The well-known Foxglove. Fine border plants.

**Madeleine's Matchless, Mixed.** Per pkt., 1/-.

**Border Mixture.** Per pkt., 6d.

**Lutea.** A new yellow Foxglove, very fine. Per pkt., 6d.

**Alba.** White. Per pkt., 6d.

**DIMORPHOTHECA AURANTIACA, h.a., 1 ft.** One of the brightest flowers in the garden in South Africa throughout Winter and Spring, the plants being literally a blaze of golden-orange flowers. They stand drought particularly well. Per pkt., 6d.

**Aurantiaca Hybrids.** Single. Containing a fine range of colours. Per pkt., 6d.

**Aurantiaca Hybrids.** Double. Novelty. Per pkt., 1/-.

**DOLICHOS LABLAB.** Climber. This is known as the Hyacinth Bean. It is a very rapid growing climber and excellent for covering trellis or unsightly walls. It bears large spikes of bloom from the ground to the top, and as the blooms fade they are replaced by bright green beans.

**Purple.** Per pkt., 6d.

**White.** Per pkt., 6d.

**Mixed.** Per pkt., 6d.

**ECHINOCYSTIS LOBATA.** Creeper. This is the wild Cucumber Vine. A very free flowering and rampant growing creeper, which is literally covered with large sprays of small white flowers. Per pkt., 6d.

**ECHINOPS RITRO, h.p., 3 ft.** The Globe Thistle, a very beautiful and very distinct border plant. Flowers deep steel blue. Per pkt., 6d.

**EREMURUS, h.p., 5 ft.**

**Madeleine's Matchless Hybrids.** Stately and gloriously beautiful border plants which are especially suitable to the Cape and districts having a Winter rainfall. These seeds are specially selected from the finest collection in Europe and contain many exquisitely beautiful colours. Eremurus seeds are, however, one of the most erratic and slowest to germinate. Per pkt., 2/6.

**ERIGERON, h.p., 9 in.** Known as Midsummer Daisies. Pretty flowers, about the size of a shilling, with a nice wiry flower stem.

**Aurantiacus.** Orange. Per pkt., 6d.

**Coulterii.** Pure white. Per pkt., 6d.

**Glaucus.** Lavender blue. Per pkt., 6d.

**Pulchellus.** Tall growing lavender blue. Per pkt., 6d.

**Speciosus.** Mauve with yellow centre. Per pkt., 6d.

**ESCHSCHOLTZIA, h.a., 1 ft.** Very showy annuals, which are very easy to grow and particularly suited to our climate. Having a tap root, the seeds should be sown where the plants are intended to bloom, and the seedlings thinned out to 12 inches apart. We particularly recommend Autumn sowing, as such plants will give glorious splashes of colour in early Spring. We can thoroughly recommend these lovely flowers for garden decoration, but as the blooms close at night they are not suited for cut flower work. The following are some of the finest varieties and are all good :—

**Californica.** Yellow flowers having an orange centre. Per pkt., 6d.

**Carmine King.** A lovely shade of carmine. Per pkt., 6d.

**Crocea.** Very fine orange. Per pkt., 6d.

**Mikado.** Very fine orange-crimson. Per pkt., 6d.

**Mixed.** A really good mixture of all the best sorts. Per pkt., 6d.

**Dwarf Hybrids.** Mixed. Per pkt., 6d.

**EVERLASTINGS.** See Helichrysum.

**EVERLASTING SWEET PEA.** See Lathyrus.

**FORGET-ME-NOT.** See Myosotis.

**FOXGLOVE.** See Digitalis.

**FRANGOSA RAMOSA, h.h.p., 2½ ft. (Bridal Wreath).** A lovely plant for the border and thrives under South African conditions. Seed of this has only been obtainable quite recently even in Europe. Per pkt., 1/-.



**FREESIA.**

**Refracta Alba.** A winter blooming bulb, which bears very pretty, strongly and sweetly scented flowers, which keep for days in water. The bulbs are easily raised from seed, and their cultivation is of the simplest. Per pkt., 6d.

**Madeleine's Matchless Hybrids.** These new hybrids created quite a sensation at the great Chelsea Flower Show some years ago, the colours being very beautiful. Per pkt., 6d.

**GAILLARDIA (Perennial), Mixed, h.p., 2 ft.** These new perennial Gaillardia are one of the finest border plants and are a great advance on the old and well-known annual. The flowers are very fine for cut flower work and keep well in water. Everyone should grow a few of these.

**Madeleine's Matchless.** This is our selection of the very choicest strains. The seed is comparatively expensive, but it is infinitely superior to the ordinary strains. Per pkt., 6d.

**Dazzler.** Comes almost quite true from seed. The colour is very striking, being rich Maroon red with bright golden yellow tips. A big advance on the older sorts and a magnificent perpetual blooming garden plant. Huge flowers and long stems make it an invaluable cut flower. Per pkt., 1/-.

**GAILLARDIA (Annual), h.a., 2 ft.**

**Madeleine's Matchless, Double.** Per pkt., 6d.

**Madeleine's Matchless, Single.** Per pkt., 6d.

**GENISTA ANDREANA, h.p.** A lovely variety of broom, the upper petals being golden yellow, and the lateral ones rich crimson. A very striking flowering shrub. Per pkt., 6d.

**GALEGA OFFICINALIS, h.p., 2 to 3 ft.** Recommended for cut blooms. Well suited to our warm climate.

**Madeleine's Matchless.** Purple, single. Per pkt., 6d.

**Madeleine's Matchless.** Lilac-rose, double, dwarf. Per pkt., 6d.

**GERANIUM.** See Pelargonium.

**GERBERA JAMESONI (Hybrids), h.h.p., 2 ft.**

**Barborton Daisy Hybrids.** A real gem either for garden decoration or cut flower work. The seeds lose their germinating power in about four months, and therefore we do not offer the seed for sale in the ordinary way. Those desiring seed can obtain same by giving us a waiting order, to be executed immediately the crop is harvested, but as soon as we have executed such orders we sow the balance of seeds at our Floral Farms. The seed has, under any circumstances, to be very carefully sown. They are shaped like Indian Clubs and should be planted by gently pressing the bigger end into the soil, leaving the thin end sticking out. The plants can be transplanted without damage when young, but the less they are moved about the better. We are aware that many people constantly lift and sub-divide the roots, but the long roots are necessarily damaged in so doing. Barborton Daisies do best in modified shade and delight in a cool root run. The colours of the hybrids are wonderfully varied and beautiful, embracing all shades from white and including many lovely shades of salmon pink, terra cotta, etc. Having proved the outstanding merit of these lovely flowers and the practical impossibility of satisfactorily importing seed, we have made special arrangements for these plants at our Floral Farm for seed raising, and the flowers are all carefully fertilized so as to secure the best possible results. Per pkt. of 15 seeds, 1/-.

**GEUM, h.p., 2 ft.**

**Mrs. Bradshaw Improved.** This is far and away the best of all Geums, and it secured an Award of Merit from the Royal Horticultural Society. The colour is a much wanted one in most gardens, being a bright scarlet. Double flower. Per pkt., 6d.

**Lady Stratheden.** Award of Merit, Royal Horticultural Society. A magnificent Novelty, being a golden-yellow counterpart of Geum, Mrs. Bradshaw. Per pkt., 1/-.

**Orange Queen.** A brilliant, orange colour, mid-way between Mrs. Bradshaw and Lady Stratheden, and equally as good in every way. Seeds ready in November. Per pkt., 1/6.

**GIANT SWEET SULTAN.** See Centaurea.

**GILIA TRICOLOUR, h.h.a., 1½ ft.** Very pretty annuals which thrive in South Africa. Flowers blue, white, pink, rose, etc., and often several colours appear in the same flower. Per pkt., 6d.

**GILIA CORONOPIFOLIA, h.h.b., 4 ft.** A magnificent new border plant with a striking spike of scarlet flowers. Very fine as a cut flower. We very strongly recommend this as being something new and good. Per pkt., 1/-.

**GLADIOLUS, h.a., 3 ft.**

**Madeleine's Matchless Annual.** A very pretty annual form of Gladiolus which flowers about 6 months after sowing. Mixed colours. Per pkt., 1/-.

**GLAUCIUM (Horned Poppy), h.p., 1½ ft.** Orange flowers. Easily grown and wonderfully showy. Per pkt., 6d.

**GLOBE AMARANTH, Orange.** Flowers like a large clover, rich orange colour. Per pkt., 6d.

**GLOBE THISTLE.** See Echinops Ritro.

**GLORY PEA.** See Clianthus.

**GODETIA, h.a., 2 to 3 ft.** Lovely showy plants for the border and an exceptionally good cut flower, which we most strongly recommend. We grow quantities for our Floral Depot.

**Exquisite.** Double coral pink. Per pkt., 6d.

**Lady Satin Rose.** Rich rose, compact. Per pkt., 6d.

**Lilac Queen.** Fine double lilac. Per pkt., 6d.

**Schamini.** Tall growing variety with very lovely bright rose double flowers. Per pkt., 6d.

**Sunset.** Very rich red, compact bedding variety, per pkt. 6d.

**GOLDEN FEATHER.** See Pyrethrum Aureum.

**GYNERIUM ARGENTEUM, h.p., 1 ft.** The well-known Pampas grass. Easily grown from seed. Per pkt., 6d.

**GYPSOPHILA, h.a., 2 ft.** Very pretty showers of dainty little flowers, which are perfect for cut flower work, especially with Sweet Peas.

**Madeleine's Matchless White.** An improved type with much larger flowers. Per pkt., 6d.

**Madeleine's Matchless Carmine.** A great improvement on the ordinary white type. Per pkt., 6d.

**Madeleine's Matchless Rose.** Strongly recommended. Per pkt., 6d.

**GYPSOPHILA (Paniculata), h.p., 2 to 3 ft.** This is incomparably more beautiful than the ordinary annual type, the flowers being much more light and fluffy looking. There is nothing to compare with it for cut flower work with Sweet Peas. It does not flower the first year from seed, but we have large stocks of young plants which can be relied on to flower the first season after planting, and we strongly recommend these in preference to seeds. We cannot speak too highly of this plant, the blooms of which can be seen at our Floral Depot throughout the summer months.

**Madeleine's Matchless (Paniculata), single.** Per pkt., 6d.

**Madeleine's Matchless (Paniculata), Double.** The most beautiful of all Gypsophilas and a great improvement on the single. It attracts great attention at our Floral Depot. Per pkt., 2/6.

**Rokejeka.** A new rosy pink form of perennial Gypsophila. Per pkt., 6d.

**HELENIUM, h.p., 5 to 6 ft.** Popular flowers for the garden, which thrive in any soil; good as cut flowers.

**Bigelowi.** Golden yellow with black centre. Per pkt., 6d.

**Riverton Gem.** Orange yellow with dark centre. Per pkt., 6d.

**HELICHRYSUM, h.a., 3 ft.** Favourite everlasting flowers ranging from pure white to crimson. They make pretty garden plants and are especially useful for winter decoration when dried. To dry them they should be cut whilst fresh and hung up heads down. Do not leave them on the plant to dry out. Per pkt., 6d.

**HELIOTROPE, h.h.p., 1 ft.**

**Madeleine's Matchless Mammoth.** This sweet-scented and old-fashioned flower is destroyed by the slightest frost, but if it is protected during the winter it will thrive in the open during the summer, especially if given modified shade from the hottest sun. Per pkt., 6d.

**HEUCHERA (Alum root), h.p., 2½ ft.** A charming class of perennial plants which are becoming very popular. The foliage is always neat and tidy, from which tall, slender, graceful flowering spikes are thrown up bearing a profusion of tiny flowers.

**Splendens.** Bright Crimson. Per pkt., 6d.

**Rosea.** Rose. Per pkt., 6d.

**Matchless Hybrids.** Mixed. Per pkt., 6d.

**HIBISCUS, h.h.p., 4 ft.**

**Golden City.** Enormous yellow flowers with black centres. A fine border plant which will thrive in a hot, sunny border. Per pkt., 6d.

**HOLLYHOCK, h.p., 8 ft.** One of the finest tall border plants in cultivation. They require a very rich soil and plenty of water during the growing season to get good results.

**Madeleine's Matchless, Double.** This strain comprises the finest forms and most lovely colourings in existence. We reserve the title "Madeleine's Matchless" for the cream of the world.

**Apple Blossom.** Per pkt., 6d.

**Cerise Queen.** Per pkt., 6d.

**Crimson Queen.** Per pkt., 6d.

**Lilac Queen.** Pinkish-Lilac. Per pkt., 6d.

**Peach Blossom.** Per pkt., 6d.

**Pink Queen.** A beautiful salmon pink. Per pkt., 6d.

**Yellow Queen.** Per pkt., 6d.

**Mixed Colours.** Per pkt., 6d.

**Madeleine's Matchless Single.** Very beautiful colours and enormous flowers. Should be strongly staked as they grow very tall. Per pkt., 6d.

**HOLLYHOCK (Annual).**

**Madeleine's Matchless, Double.** These grow about 3 ft. high and are more shrubby in growth than the Perennial sorts. If sown in Spring will flower in Autumn, or can be sown in Autumn for flowering following Summer. Per pkt., 6d.

**HONESTY, h.b., 2 ft.** Will grow anywhere. Lilac-purple, crimson and white flowers which are excellent for cutting and which dry out in autumn to silvery moon shaped seed pods. They are greatly prized for winter decorations when dried as they keep almost indefinitely. Per pkt., mixed 6d.

**HORNED POPPY.** See Glaucium.

**HUNNEMANNIA, h.p., 3 ft.** A very bright yellow perennial poppy, with pretty foliage. The flowers keep for days in water, and as the plants constantly yield fresh flowers, they are an invaluable addition to the garden. The seeds must be fresh to germinate, and must be sown where intended to bloom, as plants will not transplant. Per pkt., 6d.

**HYACINTH BEAN.** See Dolichos Lablab.

**INCARVILLEA, h.p., 1½ ft.**

**Delavayi.** Beautiful trumpet-shaped Gloxinia-like flowers, with handsome foliage, velvety purple mouth, citron throat, and bright lilac lobes. A novelty for South Africa, but somewhat difficult to bring to a flowering stage. They eventually form bulbs and are then quite easy of cultivation. Very magnificent border plants. Per pkt., 6d.

**INULA, h.p., 2 ft.**

**Queen of Sheba.** A new variety with exceptionally large flowers of clear golden yellow. Per pkt., 6d.

**IPOMEA.** (See Convolvulus Major).

**IRIS KOEMPFERI, h.p., 4 ft.** The well-known and very beautiful Japanese Iris. Whilst these thrive best in damp ground, such as near a pond or stream, they can be grown perfectly in beds in the ordinary way, provided they receive reasonable attention as regards watering, especially during the summer. They like full sunshine and will flower the second year from seed. The largest flowered and most gorgeously magnificent of all the Iris family. Per pkt., 6d.

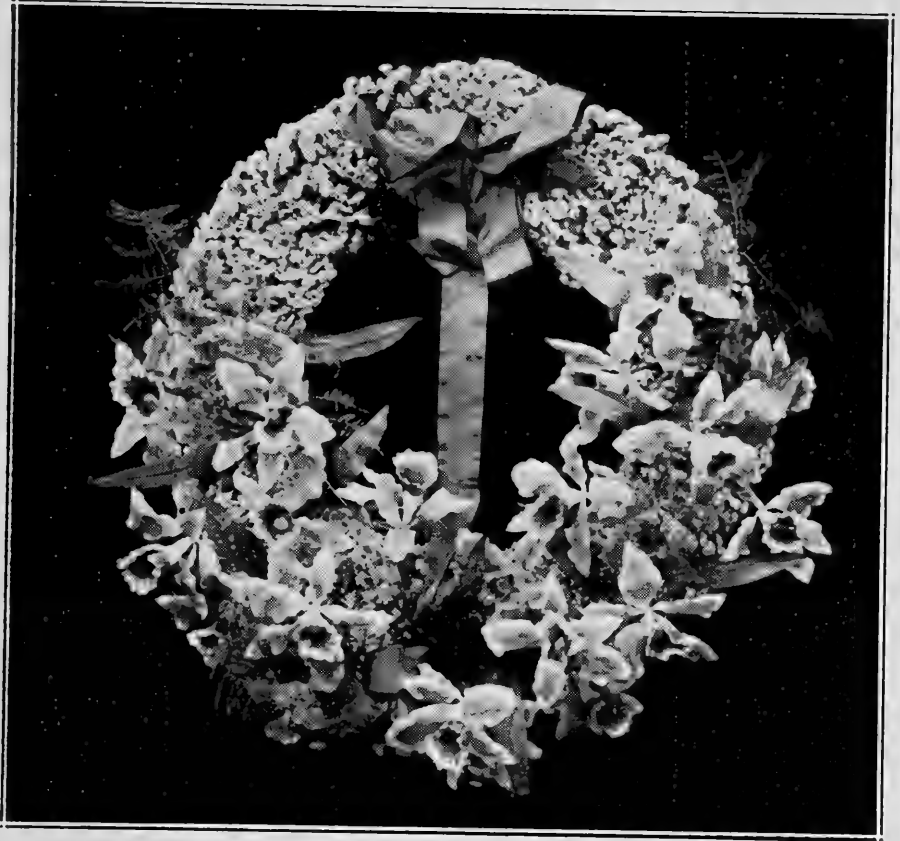
**JAPANESE IRIS.** See Iris Koempferi.

**KUDZA VINE, h.p.** Climber. Known as "Jack-in-the-Beanstalk." One of the very few quick growing rampant evergreen climbers, which can be easily grown from seed. Perfectly hardy to frost. Beautiful rosy-purple flowers. Per pkt., 6d.

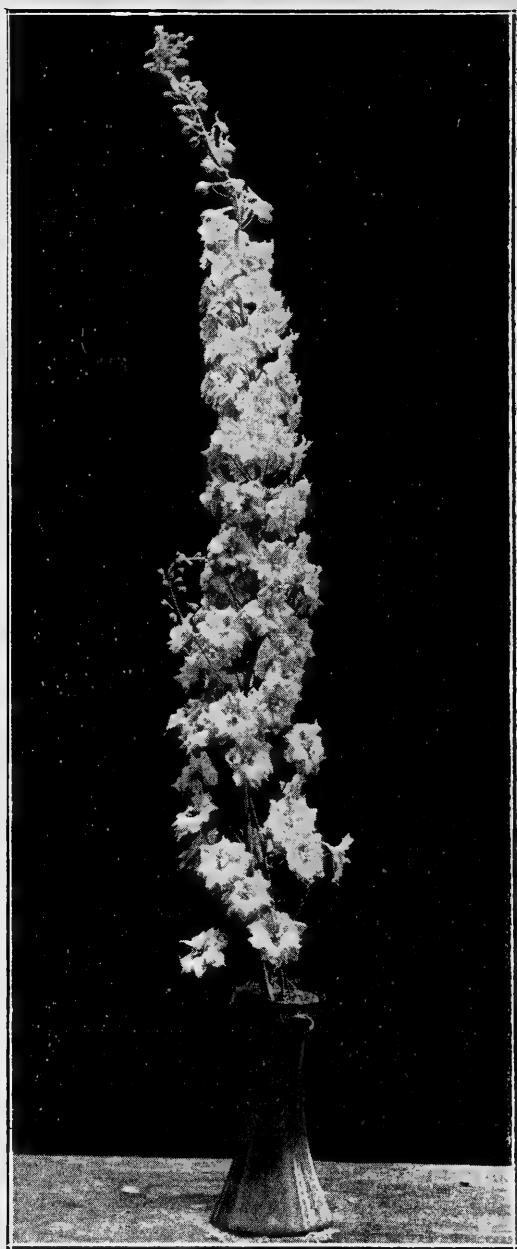
**LANTANA, h.h.p., 1 ft.**

**Madeleine's Matchless Dwarf Hybrids.** A very fine novelty in bedding plants and of the easiest cultivation. Flower somewhat like Verbena. Per pkt., 6d.

**LARKSPUR, h.a., 3 ft.** Larkspur is unsurpassable as a tall bedding plant when well cultivated, and it has the added merit of making a perfect cut flower. Being a tap-rooted plant, it does not transplant readily, and will give much better results if seed is sown where it is intended to bloom. The seed deteriorates very rapidly. It takes a month to germinate, during all of which time it must not be allowed to become dry. A light mulch of fine old manure will conserve the moisture and give the young plants a much better start. If you have not tried mulching before, do so now, and you will be surprised to find how it simplifies matters. Larkspur requires rich soil. The seedlings must also be given plenty of room to develop, and should be thinned out to at least 12 inches apart each way. Unless the plants are in a very sheltered position they must be staked firmly to prevent them being blown over. They can be had to flower right through the winter if sown about December-January. We recommend our "Matchless" strain as quite one of the finest garden flowers in cultivation. Double flowers and wonderfully beautiful colours.



Wreath of Statice and Artificial Orchids. Will keep in perfect condition for weeks.



Spike of Madeleine's "Gold Medal" Delphinium measuring 3 ft 5 in. from bottom petal to top and 6 in. across flowers. Over 60 flowers open and 50 unopened at top; individual flowers  $2\frac{1}{8}$  in. across; semi-double; outer row petals pale blue, inner row pale mauve.

*Photo by Leigh-Hunt, Johannesburg.*

# POLANA HOTEL.

P. O. Box 793.  
TELEPHONES 532 & 533.  
TEL. ADD.: "POLANOTEL."

LOURENÇO MARQUES.  
PORTUGUESE EAST AFRICA.

Messrs. Madeleine's Floral Farms,  
P. O. Box 1141,  
Johannesburg.

Dear Sirs,

I am sending you a photograph of the vegetable garden and some of the vegetables produced in the Polana Hotel grounds.

These vegetables are mostly produced from seeds that have been supplied by you, and I would take this opportunity of commenting on the excellence of the quality, the germination being more than is usually the case.

Mrs. Kershaw, under whose charge the garden is, has used your seeds both here and at the Victoria Falls Hotel, and contends that she obtains the best results from them.

It is significant that when Mrs. Kershaw commenced this garden she was informed by old residents that it would be almost impossible to grow anything on account of the poor quality of the soil, but the photographs herewith contradict their prediction.

Yours faithfully,

T. KERSHAW.

Manager.





Vegetable and Flower Garden. Polana Hotel, Lourenco Marques, from Seeds supplied by Madeleine's Floral Farms.

# POLANA HOTEL.

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P. O. Box 793.  
TELEPHONES 532 & 533.  
TEL. ADD.: "POLANOTEL."

LOURENÇO MARQUES,  
PORTUGUESE EAST AFRICA.

July 24th, 1927.

Messrs. Madeleine's Floral Farms,  
Pritchard Street,  
JOHANNESBURG.

Dear Sirs,

I have pleasure in once again expressing my great satisfaction at the results we have had from seeds purchased from you.

The past season has shown better results than ever, both in the flower garden and the vegetable garden.

We have found that seeds supplied to us by you show a better return, both in quality of plant and percentage of germination than any others we have tried.

Yours faithfully,

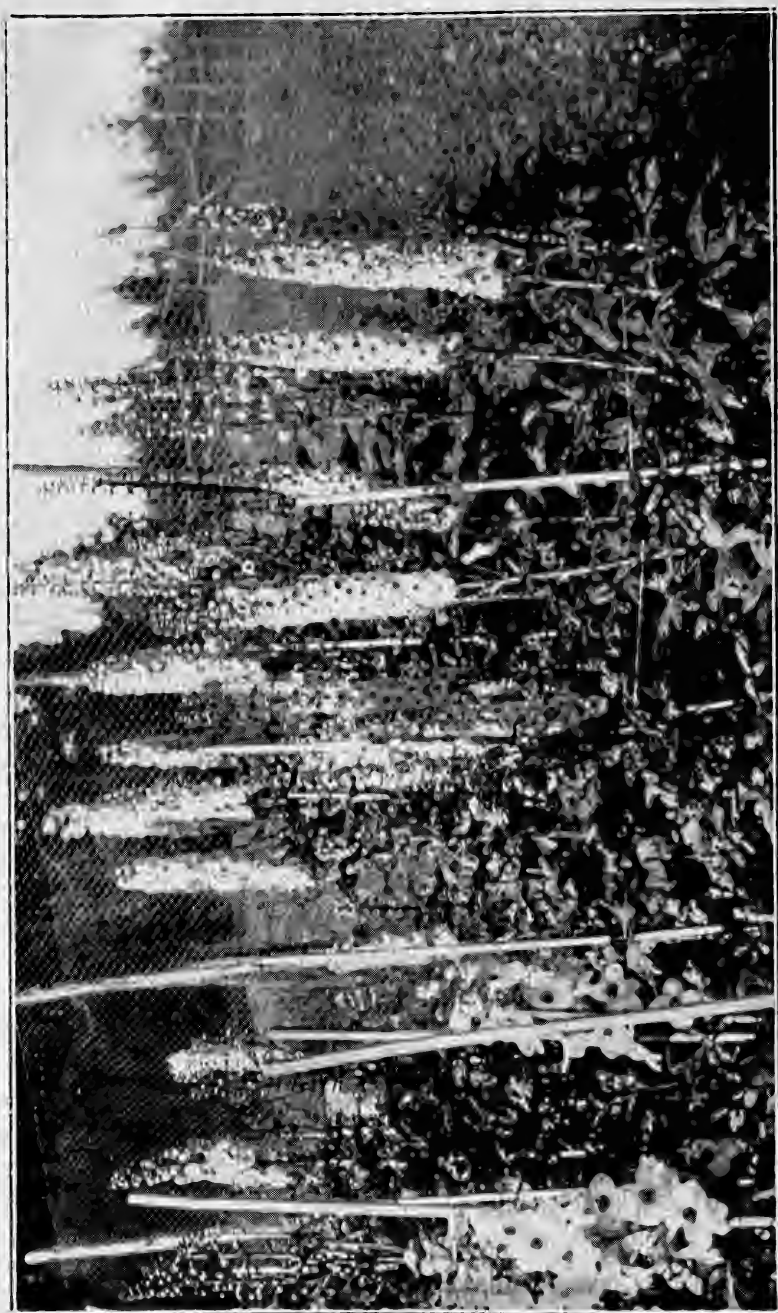
(Sgd.) T. KERSHAW,  
Manager,



Perennial Phlox. A fine perennial plant.



An Iris Garden.



Madeleine's "Gold Medal" Delphinium Hybrids growing at Madeleine's Floral Farms, Johannesburg.



Wreath, replica of Royal Flying Corps Badge (Inset). Made by Madeleine to the order of Major Miller, D.S.O.

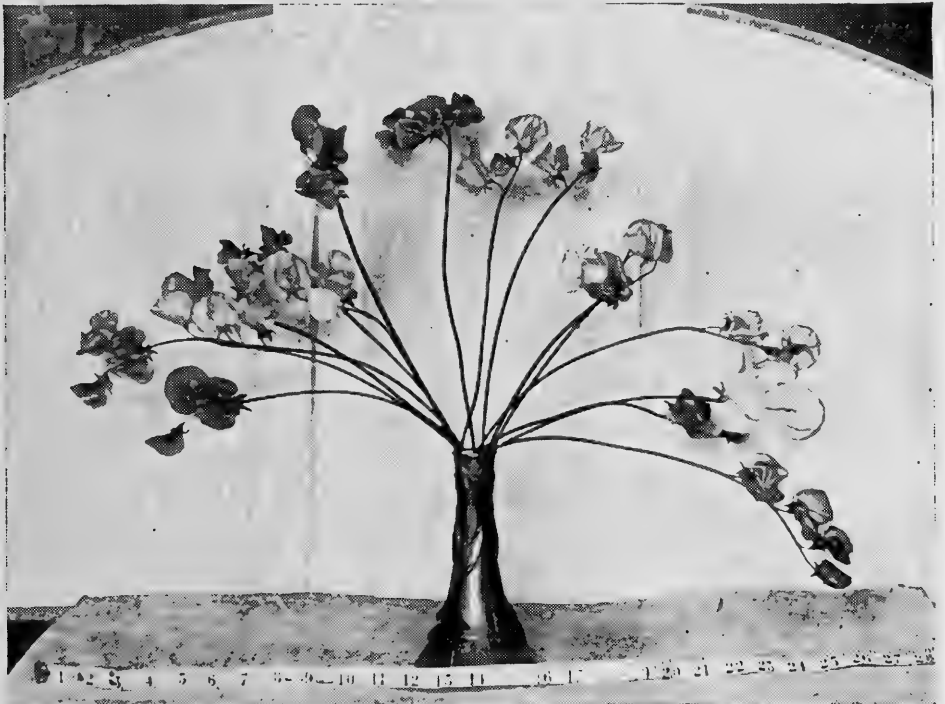


Presentation Bouquet of Spanish Iris made by Madeleine.





Madeleine's "Gold Medal" Delphinium, grown by Magistrate A. A. Stanford at Parkwood, Johannesburg.



Madeleine's Matchless New Sub-Tropical Sweet Peas.  
Note the inch tape Showing length of stems.



Wreath sent by Transvaal Chamber of Mines to the funeral of the late Sir Thomas Price. Made by Madeleine in Johannesburg and mailed to Cape Town. The then Assistant General Manager of Railways at Cape Town wrote, saying "I had a look at the two wreaths sent by the Chamber of Mines and Commercial Exchange, Johannesburg, respectively; they had not suffered by reason of the journey, being fresh and in good condition."

We guarantee wreaths of this kind to reach their destination anywhere in South Africa in as fresh condition as when made.

- Madeleine's Matchless, Dark Blue.** Per pkt., 6d.  
**Madeleine's Matchless, Dark Rose.** Per pkt., 6d.  
**Madeleine's Matchless, Flesh Pink.** Per pkt., 6d.  
**Madeleine's Matchless, Rosy-Scarlet.** Per pkt., 6d.  
**Madeleine's Matchless, Steel Blue.** Per pkt., 6d.  
**Madeleine's Matchless, White.** Per pkt., 6d.  
**Madeleine's Exquisite.** A new and very beautiful soft pink double Larkspur. A lovely cut flower. Per pkt., 6d.  
**Madeleine's Matchless, Mixed.** Per pkt., 6d.  
**Hyacinth-flowered, Mixed.** Per pkt., 6d.

#### **LAVATERA, h.a., 3 ft.**

**Princess Mary.** A new, very fine deep rose-pink. Lavatera requires plenty of water, and, for preference, shade from afternoon sun. Per pkt., 1/-.

#### **LATHYRUS LATIFOLIUS. Climber.**

**The Pearl.** A very fine white climbing perennial Sweet Pea. Fragrant and huge sprays of flowers. Per pkt., 1/-.

**Pink Beauty.** The same as "The Pearl," but pink. Per pkt., 1/-.

**LEPTOSYNE STILLMANII, h.a., 1 ft.** A very free-flowering, dwarf-growing yellow flower, like a Coreopsis. Excellent for cutting, especially as it flowers in winter. Flowers six weeks after sowing. Per pkt., 6d.

**LILIUM REGALE (The Regal Lily), 5ft.** One of the easiest lilies to grow, and a most chaste and beautiful variety. Colour White, flushed yellow in throat; flowers carried horizontally. Seeds ready about November. Per pkt., 2/-.

**LINARIA MAROCCANO, h.a., 2 ft.** Somewhat like a Snapdragon.

**Madeleine's Matchless.** A fine range of colours. Per pkt., 6d.

**Choice Border Mixture.** Per pkt., 6d.

**LINUM GRANDIFLORUM, h.a., 2½ ft.** A very free-flowering hardy annual, good for bedding.

**Blue.** Per pkt., 6d.

**Red.** Per pkt., 6d.

#### **LOBELIA (Annual).**

**Madeleine's Matchless Compact.** The finest dwarf, compact, blue-flowered Lobelia in cultivation. This seed is saved from specially grown cuttings so as to ensure the seedlings coming true to type, and is far superior to the seed ordinarily sold. Per pkt., 6d.

#### **LOBELIA (Perennial).**

**Cardinalis.** A perennial Lobelia growing about 2 ft. high with dark beet-coloured leaves and scarlet flowers. A magnificent plant but it requires plenty of moisture and modified shade. Per pkt., 1/-.

**Tupa.** A new herbaceous Lobelia growing 3 to 4 ft. high with dark foliage and crimson flowers. A very fine plant for the border, but it also requires modified shade and lots of water. In Europe this is considered one of the finest introductions of recent years. Per pkt., 6d.

**Hybrida Sapphire.** The finest of all trailing varieties, and especially suitable for hanging baskets, etc. Flowers deep blue with white eye. Like all Lobelias it requires plenty of water. Per pkt., 6d.

**LOVE-IN-A-MIST.** See Nigella.

**LUPINS.** These are very easily grown, are showy in the garden and one of the most useful cut flowers. We are making a special feature of Lupins, so as to give a wide choice of colours, heights and types. The perennial *Polyphyllus* varieties are a little erratic in germinating, but they make really magnificent clumps in the border. The annual type are best for cut flowers, but are also fine border plants and can be had in flower all the year round. The flowers of the *Polyphyllus* type are immeasurably finer than the annuals, but, being perennials, they only flower once a year.

**Perennial Varieties, 3 ft.**

**Lupinus Polyphyllus "Beauty."** The latest novelty with very beautiful lavender flowers. Per pkt., 1/-.

**Lupinus Polyphyllus "Moerheimi."** A new and exceptionally free-flowering variety with rose and white flowers. Per pkt., 6d.

**Lupinus Polyphyllus "Roseus."** Very pretty rose shades. Per pkt., 6d.

**Lupinus Polyphyllus Madeleine's Matchless (Mixed).** Per pkt., 6d.

**Tree Lupin :**

**Yellow Beauty.** Per pkt., 6d.

**Annual Varieties, 1½ to 3 ft.**

**Lupinus Hartwegii albo coccineus.** Carmine, white tops, 3 ft. Per pkt., 6d.

**Lupinus Hartwegii albus.** White, 2 ft. 6 ins. Per pkt., 6d.

**Lupinus Hartwegii Nigrescens.** Rich blue; Tall, 3 ft. Per pkt., 6d.

**Lupinus Hartwegii Roseus.** Rose, 2 ft. Per pkt., 6d.

**Lupinus Menziesii, Sulphureus.** Bright yellow, 1½ ft. Per pkt., 6d.

**Lupinus Hartwegii Superbus.** Rosy-purple and white, 2 ft. 6 ins. Per pkt., 6d.

**Lupinus Subcarnosus.** Very dwarf (8 inches). Deep Blue. Per pkt., 6d.

**Mixed Annual Varieties.** Per pkt., 6d.

**LYCHNIS CHALCEDONICA, h.p., 4 ft.** A grand border perennial with showy scarlet flowers. Per pkt., 6d.

**MARIGOLD, h.a., 2 to 3 ft.** Very large double flowers. An exceedingly showy border plant, which thrives in South Africa.

**Madeleine's "Gold Medal" African Orange.** Huge flowers with an amazing number of quills. Quite new and an extraordinary improvement on the older types. A sure winner at Flower Shows. Per pkt., 1/-.

**Madeleine's "Gold Medal" African Lemon.** Same as Orange in every way except colour, and an equally sure winner at Flower Shows. Per pkt., 1/-.

**Madeleine's "Gold Medal" French.** A wonderful new tall strain of gold-striped French Marigolds. Per pkt., 1/-.

**African Lemon.** Per pkt., 6d.

**African Orange.** Per pkt., 6d.

**Mixed.** Per pkt., 6d.

**MARIGOLD (Pigmy).** See *Tagetes*.

**MATHIOLA BICORNIS, h.a., 1 ft.** Night Scented Stock. This is grown chiefly for its glorious fragrance, from which a favourite scent is distilled. As the flowers are nothing much, it is recommended to sow it where its presence is unobtrusive, but its perfume can be appreciated. Per pkt., 6d.

**MEXICAN SUNFLOWER.** See *Tithonia Speciosa*.

**MIDSUMMER DAISIES.** See *Erigeron*.

**MIGNONETTE, h.a., 1 ft.** Mignonette blooms right through the winter in South Africa and should be grown in every garden. It does not transplant and must be sown where intended to bloom. Thin the plants to 1 ft. apart, as it should on no account be crowded. Water well when flowering.

**Madeleine's Matchless.** Per pkt., 6d.

**Madeleine's Orange Beauty.** A new and grand Mignonette with huge orange flowers. Per pkt., 6d.

**MIMULUS.** See Musk.

**MINA LOBATA, h.h.a.** Climbing. A splendid climber with long yellow and white tipped scarlet flowers. Per pkt., 6d.

**MUSK (Mimulus Moschatus,) h.h.a., 6 in.** Grown chiefly for its delightful scent. Should be grown on every stoep. Per pkt., 1/-.

**MYOSOTIS (Forget-Me-Not), h.p., 6 in. to 1 ft.** These old-world favourites are seldom met with in this country, because their culture under South African conditions is not understood. They require modified shade and lots of moisture and should therefore be planted on the south side of the house, or in some position where they are protected from the hot sun. They must also receive copious waterings in both summer and winter, but they are well worth the trouble. They make particularly beautiful pot plants for the stoep.

**Madeleine's Matchless.** Far the finest of all varieties, large flowers, dwarf habit and glorious colour. Per pkt., 2/6.

**Dissitiflora.** Very early, large pale blue flower. Per pkt., 6d.

**NASTURTIIUM, h.a.** Nasturtiums are quite one of the most popular bedding plants, and we cannot recommend them too highly. The colours of the flowers are very striking, and contrast perfectly with the bright green foliage. Growing as they do in almost any position, a place should be found for them in every garden. The tall varieties are admirably adapted for climbing over old tree stumps or a rockery, and if given anything to climb over they will soon hide the foundation of the stoep. The "Tom Thumb" and "Lilliput" sections form lovely compact clumps in the border. The newest class have variegated foliage. The leaves are beautifully marbled in cream, yellow and green and the flowers are quite as good as the older sorts.

#### Tall :

**Bronze Beauty.** Bronze. Per pkt., 6d.

**Crimson Beauty.** Dark crimson. Per pkt., 6d.

**Goldfinch.** Yellow. Per pkt., 6d.

**Mixed Colours.** Per pkt., 6d.

#### Tall, Variegated Foliage :

**Queen Alexandra.** Blood red, variegated foliage. Per pkt., 6d.

**Queen of Spain.** Golden yellow, spotted brown, variegated foliage. Per pkt., 6d.

**Scarlet Beauty.** Variegated leaved. Per pkt., 6d.

**Variegated Foliage Mixed.** Per pkt., 6d.

#### Tom Thumb :

**Cardinal.** Scarlet. Per pkt., 6d.

**Cloth of Gold.** Yellow foliage and scarlet flowers. Per pkt., 6d.

**The King.** Dark crimson. Per pkt., 6d.

**Unique.** Terra-cotta tinted salmon. Per pkt., 6d.

**Mixed Tom Thumb Varieties.** Per pkt., 6d.

**Tom Thumb, Variegated Foliage :**

**Queen of Tom Thumbs.** Rich bright crimson, variegated foliage. Per pkt., 6d.

**Silver Queen.** Ground colour cream, lightly flaked rosy scarlet, variegated foliage. Per pkt., 6d.

**Mixed, Variegated Foliage.** Per pkt., 6d.

**Lilliput :**

**Mixed Lilliput Hybrids.** Extra dwarf and compact. Per pkt., 6d.

**NEMESIA, h.h.a., 9 in.**

**Strumosa Suttonii.** Very beautiful colours and large flowers. Very fine and showy bedding plants. Per pkt., 1/-.

**Bedding Hybrids.** Compact in habit and very free flowering. Per pkt., 6d.

**NICOTIANA, h.h.a., 3 ft.** Varieties of the tobacco plant, having very pretty flowers, which give off a delightful perfume in the evening. A place should be found for these in every garden.

**Affinis.** Produces clusters of white flowers, which are pretty in themselves, and which give off a wonderfully sweet scent in the evening. Per pkt., 6d.

**Affinis Hybrida.** Same as the foregoing, but with various colourings. Per pkt., 6d.

**Sanderæ Hybrida.** This is also a very fine strain. Per pkt., 6d.

**NIGELLA (Love-in-a-Mist), h.a., 15 in.**

**Miss Jekyll.** This is a greatly improved strain. The peculiar and pretty flower is very attractive in the border. Per pkt., 6d.

**NIGHT SCENTED STOCK.** See *Mathiola Bicornis*.

**ORANGE DAISY.** See *Dimorphotheca*.

**PAMPAS GRASS.** See *Gynierium argenteum*.

**PANSY, h.p., 6 in.** We have secured the finest selection of Giant Pansies that has ever been offered in this country. These have been obtained, regardless of cost, from the world's best growers, and we can thoroughly recommend them as being something out of the way. They can be had in bloom throughout the Winter and Spring in South Africa. Seeds germinate best under cool, damp conditions.

**Madeleine's "Gold Medal," Mixed.** Extra large flowers, with gloriously beautiful colours and markings. Seed saved by the world's greatest specialist from the finest exhibition collection in Europe. This is the finest Pansy seed that money can buy. Per pkt., 2/6.

**Madeleine's Matchless Curled Giants.** A new type, the flowers being mostly curled, very large flowers. Per pkt., 1/6.

**Madeleine's Matchless Bedding Giants, Mixed.** The largest Pansy in cultivation, the flowers being really enormous. The colours are varied and good, but the flowers are not so refined as in the choicer "Gold Medal" varieties. Per pkt., 6d.

**Golden City.** Distinct golden yellow; very large. Per pkt., 6d.

**Improved Lord Beaconsfield.** Large, purple, upper petals white. Per pkt., 6d.

**PELARGONIUM (Regale).**

**Madeleine's Matchless.** Fancy blotched varieties; very rich in colour and great favourites with English growers. Seed is very expensive and should be planted separately. Per pkt., 2/6.

**PELARGONIUM (Zonale).**

**Madeleine's Matchless, Single.** Saved from the choicest varieties in one of the finest collections in Europe. Per pkt., 1/-.

**PENTSTEMON, h. p., 2 ft.**

**Madeleine's Matchless.** This is a really superb strain, the seed being saved from especially selected flowers, which have been carefully rogued. Seed should be sown immediately it is received. Per pkt., 6d.

**PETUNIA, h.h.p, 1 to 2 ft.** The modern Petunia is one of the most glorious garden flowers it is possible to imagine. Few people in South Africa have any conception of the magnificent beauty of these sun-loving plants, which appear at their best during a drought, when most plants are scorched up. The seed of the gems of the Petunia world are so expensive that it requires the confidence born of knowledge to make the purchase; and this, we believe, accounts for the fact that the Petunia flowers one sees in gardens are, comparatively speaking, absolute rubbish. It will take a little time to educate people up to the knowledge that the modern high-class Petunia is one of the finest of all border plants for South Africa; and that it is the cheap, rubbishy seed that is expensive, and the relatively frightfully dear seed which is cheap. The seed is very, very small, and must be sown as explained in the general notes. Also, when sowing seeds of the doubles, remember that there will be comparatively few doubles, and these will probably be small, weakly-looking seedlings. The singles from such seeds will, however, contain many very fine plants. Our strain is the finest in cultivation, and we do not intend to sell anything else.

**Smooth-petalled :**

**Madeleine's Matchless, Double.** Mixed. Per pkt., 2/6.

**Madeleine's Matchless, Single.** Mixed. Per pkt., 1/-.

**Fringed :**

**Madeleine's Matchless, Fringed, Double.** Per pkt., 2/6.

**Madeleine's Matchless, Fringed, Single.** Per pkt., 1/-.

**Madeleine's Matchless Admiration.** New and distinct yellow-throated class; magnificent colours and flowers. Per pkt., 1/-.

**Bedding Varieties :**

**Nana Compacta Feltham Beauty.** A fine new compact dwarf (1 ft.) class, with a great variety of colour, ranging from white to deepest rose. Also throwing a few double flowers. Per pkt., 6d.

**Lilliput, Rose Queen.** A new and very dwarf (1 ft.), pure rose coloured, bedding variety which produces about 50 per cent. double flowers. Per pkt., 1/-.

**Blotched and Striped.** A good class of cheap bedding Petunia. Per pkt., 6d.

**PHLOX DRUMMONDI, h.h.a., 1 ft.** Very showy bedding plants, which are a blaze of colour for some months, and which require no attention.

**Bright Eye.** White with purple eye. Per pkt., 6d.

**Chamois Rose.** Beautiful colour. Per pkt., 6d.

**Lord Beaconsfield.** Primrose yellow. Per pkt., 6d.

**Modesty.** Pale blush. Per pkt., 6d.

**Madeleine's Matchless Mixed Varieties.** Per pkt., 6d.

**New Dwarf Varieties :**

A new race of very dwarf type which are most beautiful as a carpeting plant.

**Cinnebarina.** Beautiful vermillion. Per pkt., 1/-.

**Dazzler.** Brightest scarlet. Per pkt., 1/-.

**Harmony.** Lovely apricot. Per pkt., 1/-.

**Mixed Dwarf Varieties.** Per pkt., 1/-.



**PHLOX (Perennial), h.p., 2 ft.** Grand perennial border plant, which requires very rich soil and copious waterings. A light mulch of old cow manure to keep the ground cool and moist is essential. The seeds are very irregular in germinating.

**Madeleine's Matchless, Mixed.** Per pkt., 2/6.

**PHYSALIS FRANCHETI.** See Chinese Lantern.

**PHYSOSTEGIA VIRGINICA, h.p., 2 ft.** Very showy and pretty border plants. They thrive in light rich soil in a cool situation. Flowers rather like heather.

**Compacta Rosea.** Pale rose. Per pkt., 1/-.

**PIGMY MARIGOLD.** See Tagetes.

**PLATYCODON.** See Campanula.

**PLUME POPPY.** See Bocconia Japonica.

**POLYANTHUS, h.p., 9 in.** Large trusses of lovely coloured primrose-shaped flowers.

**Madeleine's Matchless.** A very beautiful strain. Per pkt., 1/-.

**POPPY.** This is another glorious family of flowers, some of which are annual and some perennial. They are all very lovely and should be grown by everyone. The annual varieties are much more free flowering, but the glorious colourings and huge size of the Oriental hybrids establish them as one of the most magnificent of all garden flowers. Poppies require plenty of moisture during the growing season and should be given modified shade from very hot sun.

#### Annual Varieties :

**Shirley Poppy, 2½ ft.** Delicate-looking, single poppies of the most exquisitely lovely shades. If cut early in the morning before the sun touches them, they will last a couple of days in water, and a vase of them, lightly arranged with a little ornamental grass, is a dream. They flower continuously for a long time if seeds are not allowed to form.

**Shirley Princess.** Mixed, single. Mostly pale shades. Per pkt., 6d.

**Shirley Queen.** A new double form of this most popular of all poppies, having the same range of colours and general characteristics. A very fine novelty. Per pkt., 6d.

**Madeleine's Beauty.** A new semi-double poppy, and in our opinion one of the most beautiful of all, especially for border work, as the foliage is very showy. Beautiful combinations of colours. Per pkt., 6d.

#### Perennial Varieties :

**Poppy Pilosum, h.p., 18 in.** A very beautiful perennial buff-yellow poppy. Should be shaded from mid-day sun. Per pkt., 6d.

**Madeleine's Marvel.** A new and exceedingly beautiful Poppy which we strongly recommend everyone to grow. Long stems and wonderful colours, and far the best Poppy for cut flowers. We grow these by the thousand for our Floral Dépôt, where the blooms are immensely admired. A sure win at Flower Shows. At Pretoria Show Madeleine's Marvel Poppy won a prize in the Table Decoration classes. Per pkt., 6d.

**Madeleine's Matchless Oriental Hybrids.** Mixed. The aristocrats of the Poppy world, and one of the most strikingly beautiful flowers in cultivation. Per pkt., 6d.

**Iceland Poppy, h.p., 1 ft.** Very pretty perennial single poppies, which stand our sun better than the annual type, but which have not the same range of colours.

**Iceland, Orange.** Per pkt., 6d.

**Iceland, White.** Per pkt., 6d.

**Iceland, Yellow.** Per pkt., 6d.

**Matchless, mixed.** Containing many new and beautiful colours. Per pkt., 6d.

**CALIFORNIAN TREE POPPY.** See Romneya

**PORTULACA, h.h.a., 6 in.** Dwarf bedding plants, which revel in the hottest sunshine, and which will thrive anywhere, even in a hard path. The colours are so vivid as to be dazzling, and they are a blaze of flower throughout the Summer. They are one of the gems of bedding plants for South Africa and should be grown in every path, and hard dry place in the garden, but they must have full sun.

**Madeleine's Matchless, Double, Mixed.** Per pkt., 6d.

**Madeleine's Matchless, Single, Mixed.** Per pkt., 6d.

### PRIMROSE.

**Improved English Yellow.** Too well known to need description, but a difficult seed to germinate. Must be kept cool, dark and moist. Per pkt., 1/-.

**PRIMULA.** These are quite one of the finest of all pot plants for the cool greenhouse, and without a doubt anyone possessing a conservatory, however small, should grow some.

**Obconica.** Indispensable for the green-house. Very beautiful perennial pot plants.

**Madeleine's Matchless Obconica.** A giant flowered strain with pale lilac flowers Per pkt., 1/-.

**Madeleine's Matchless Obconica Hybrids.** A new race of hybrids with a great variety of colours and large flowers. Per pkt., 1/-.

**Malacoides.** Pretty branching growth with lilac flowers. A great favourite for pot work, and quite indispensable in the green-house. Also a good bedding plant. Per pkt., 1/-.

**Japonica, Madeleine's Matchless.** Beautiful colours and lovely flowers on long stems. A very fine perennial plant. These like modified shade and plenty of water, and will thrive out-of-doors. Per pkt., 6d.

**PYRETHRUM AUREUM (Golden Feather), h.p.** The well-known Golden Feather which is so largely used as an edging plant. It is best treated as an annual and fresh plants raised each season. Per pkt., 6d.

**PYRETHRUM ROSEUM, h.p., 2 ft.** The flowering Pyrethrum is not often met with in South Africa. It does excellently, however, if given modified shade, lots of water, and very high cultivation. The flowers last splendidly in water, and we grow large quantities of them for our Floral Depot, where they are greatly admired.

**Madeleine's Matchless, Double, Mixed.** This is the finest strain obtainable, but will only throw a proportion of doubles. Per pkt., 1/-.

**Madeleine's Matchless, Single, Mixed.** Per pkt., 6d.

**RANUNCULUS.** A bulbous plant that is easily grown from seed and will flower in Autumn if seeds sown in Spring. A very fine flower for cutting. May take six weeks to germinate, during all which time the seeds must be kept shaded and damp.

**Madeleine's "Gold Medal," h.p., 18 in.** A new giant form of Ranunculus with enormous flowers on stems 16 to 18 inches long. Beautiful colours. One of the finest introductions of recent years and a novelty we most strongly recommend. Seed will be ready in November. Per pkt., 2/6.

**Madeleine's Matchless.** A very superior strain, many doubles and semi-doubles. Per pkt., 6d.

**RED-HOT POKERS.** See Tritoma.

**REHMANNIA, h.h.p., 3 ft.** A very showy border plant which is well suited to South African conditions. Makes a fine plant in the border, and is also a good cut flower.

**Madeleine's Matchless Pink Perfection.** A very beautiful new shade which is far superior to Angulata. Per pkt., 1/-.

**RICINUS ZANZIBARIENSIS, Mixed.** Castor Oil plant. Ornamental foliage with distinct coloured mid-rib. Per pkt., 6d.

**ROCK ROSE.** See Cistus.

**ROMNEYA COULTERII, h.p., 8 ft.** Large white Californian tree Poppy. A really magnificent tall-growing plant for the back of the border. The flowers are 6 to 9 in. across, and keep well in water. We recommend this most strongly. One of the most difficult seeds to germinate successfully even when just gathered, and only a small proportion will germinate even when cared for by a skilled specialist. Per pkt., 1/-.

**ROSE OF HEAVEN.** See Agrostemma.

**RUDBECKIA, h.p.**

**Purpurea, 2 ft.** Very handsome large purple flowers like a purple Daisy. Per pkt., 6d.

**SALPIGLOSSIS, h.h.a., 3 ft.** One of the most gorgeously-coloured flowers in cultivation. Can be had in bloom nine months out of the twelve in this country. Very beautiful as a cut flower.

**Madeleine's Matchless, Mixed.** A selected extra choice strain. Per pkt., 1/-.

**Bedding Mixture.** A first class mixture. Per pkt., 6d.

**SALVIA.** A very fine class of border plants of the easiest cultivation.

**Farinacea.** A hardy perennial; light lavender blue; good for cutting. Per pkt., 6d.

**Madeleine's Matchless Bonfire.** Dwarf, vivid scarlet, very fine. Per pkt., 1/-.

**Splendens.** A fine bedding, scarlet sage. Per pkt., 6d.

**Madeleine's Matchless Scarlet.** A tall and greatly improved form of Splendens. Per pkt., 1/-.

**Nana Compacta Zurich.** Very dwarf. Scarlet. Per pkt., 1/-.

**Patens Minor.** A very dwarf form of Patens. Grows into a bulb. Flowers a wonderful blue colour. Seeds scarce. Per pkt., 2/6.

**Leucantha.** The finest of all the sages. Half-hardy perennial which grows into an herbaceous shrub 4 ft. high and 4ft. in diameter. We regret we can only offer plants of this.

**SCABIOUS, h.a., 3 ft.**

**Madeleine's Fairy Queen.** This is a gem as a cut flower, or for garden decoration. The flowers are a lovely shade of lavender, carried on long stems and produced in endless succession if kept cut off as they fade. Per pkt., 6d.

**Madeleine's Matchless, Mixed.** The same as Scabious "Fairy Queen" in character, but all colours. Strongly recommended. Per pkt., 6d.

**SCABIOUS CAUCASICA, h.p., 2 ft.** A grand perennial border plant carrying lovely lavender flowers on long stems. A gem also for cut flower work. A difficult seed to germinate satisfactorily. Each seed should be gently pressed in to the soil on end, leaving the open cup end just above the surface. Great discretion must be exercised in watering. Per pkt., 1/-.

**SCHIZANTHUS WISETONENSIS, h.h.a., 1½ ft.** The butterfly plant or Poor Man's Orchid. Very lovely, either as pot plants or for the border. We very strongly recommend these.

**Madeleine's Matchless.** Per pkt., 1/-.

**SCHIZANTHUS GRANDIFLORUS HYBRIDS, h.h.a., 1 ft.** Very showy, compact plants and a great range of colour. Per pkt., 6d.

**SCOTCH MARIGOLD.** See Calendula.

**SHAMROCK.** The true small-leaved Irish Shamrock. Per pkt., 6d.

**SHASTA DAISY.** See *Chrysanthemum*.

**SNAPDRAGONS.** See *Antirrhinum*.

**STATICE.** This is commonly known as Sea Lavender. The flowers are rather stiff looking, but keep wonderfully well when cut.

**Annual Varieties :**

**Mauve Shades.** Per pkt., 6d.

**White.** Per pkt., 6d.

**Yellow.** Per pkt., 6d.

**Mixed Varieties.** Per pkt., 6d.

**Suworowii.** Bright rose flowers of Candelabra form. Very quaint and striking, and greatly admired at our Floral Depot. Per pkt., 6d.

**Madeleine's Matchless Rose.** A new bright rose colour which is a great acquisition. Per pkt., 6d.

**Madeleine's Matchless Blue.** Another new colour. Rich navy blue. Per pkt., 6d.

**Perennial Varieties :**

**Incana Hybrida Nana.** Very fine border plants. Mixed colours. Per pkt., 6d.

**Latifolia.** Hardy perennial, with deep lavender blue flowers. This seed loses its germinating powers very quickly, so must be sown as soon as received. Orders booked for seed when gathered. A very magnificent plant and grand cut flower. Per pkt., 1/-.

**Macrophylla.** Huge panicles of light blue flowers. Probably the showiest of all the Statice, but unfortunately not hardy to frost. It will thrive at the Cape or Natal, where there are no frosts, or up country, if planted near a house or protected during winter. This Statice can be seen growing to perfection in Sir Abe Bailey's beautiful gardens at St. James, Cape, where it has created quite a sensation. Per pkt., 1/6.

**Macrophylla atrocoerulea.** An improved variety with dark blue flowers. Per pkt., 2/6.

**Tartarica.** A white form. For wreath work. Per pkt., 6d.

**Sinensis.** Very pretty, light and graceful sprays of yellow and white flowers. It is quite hardy. Per pkt., 6d.

**STOCKS, h.h.a.** Magnificent plants, which should be in every garden. Our "Matchless" strain of Giant Doubles are gorgeous either as border plants or for cut flowers. The seed is the very finest obtainable, but will only give, perhaps, 60 to 80 per cent. of double-flowering plants. There is no such thing as true double seeds. Young plants are very liable to damp off, so be sure not to overwater. When the plants are growing freely and coming into bloom, water copiously. Some districts are greatly troubled with Bagrada Bug, but this pest is easily controlled by spraying with resin wash. If the young seedlings are attacked by small caterpillars one or two sprayings with "Katakilla" will stop the trouble. We attach great importance to early planting, which, on the high veld, should not be delayed after February for winter-blooming varieties. It is also important to sow the seed thinly and to transplant the seedlings when quite tiny. Stocks like stiff soil and lots of water, also lime.

**Winter-Blooming Giant Stocks.** Tall growing with enormous flowers.

**Madeleine's Matchless Apple Blossom.** Flesh. Per pkt., 6d.

**Madeleine's Matchless Blue Jay.** Dark blue. Per pkt., 6d.

**Madeleine's Matchless Canary Bird.** Clear yellow. Per pkt., 6d.

**Madeleine's Matchless Fiery Cross.** Scarlet. Per pkt., 6d.

**Madeleine's Matchless Lilac Queen.** Lilac. Per pkt., 6d.

**Madeleine's Matchless Parma.** Rich violet. Per pkt., 6d.

**Madeleine's Matchless Rose Queen.** Rose. Per pkt., 6d.

**Madeleine's Matchless Snowball.** White. Per pkt., 6d.

**Mixed Varieties.** Per pkt., 6d.

**Madeleine's Invincible.** A new strain with enormous spikes of bloom and huge flowers. The individual pips are half as big again as the older sorts, and the spikes are half as wide again. Really magnificent, and a big advance. Rich purple. Per pkt., 1/-.

**Madeleine's Conqueror.** Another new variety of superb beauty and extraordinary size of bloom. Really magnificent, colour mauve flushed rose. Per pkt., 1/-.

At our Trials, these two new varieties stood out head and shoulders over all the others, and we have never seen any Stocks to compare with them. Certain winners at Flower Shows.

### Spring Flowering Varieties :

**Empress Elizabeth.** Bright rose. Per pkt., 1/-.

**Madeleine's Matchless's Mixed.** Per pkt., 6d.

**STOKESIA CYANEA, h.p., 2 ft.** Large flowered perennial Cornflower Aster. A good border plant. Per pkt., 6d.

**SUNFLOWER, h.a., 5 ft.** These are too well-known to need any description. They are invaluable for the back of a broad border.

**Madeleine's Matchless, Tall.** Single. Per pkt., 6d.

**Madeleine's Matchless Stella.** Large star-shaped flowers on miniature plants, about 2 ft. high. New and very effective. Per pkt., 6d.

**Madeleine's Dwarf Double.** Per pkt., 6d.

**Madeleine's Matchless Gaillardia-flowered Giants.** A very fine Sunflower, the centres being shades of red and brown with yellow edges, like giant Gaillardias. Very showy and a good thing. This grows 6 to 7 ft. high. Per pkt., 6d.

**Madeleine's Matchless Gaillardia-flowered Dwarf.** A new race, same as above, but plants growing only 3 to 4 ft. high. Per pkt., 6d.

**Mexican Sunflower.** See *Tithonia Speciosa*.

**SWEET PEAS.** The subject of Sweet Peas is our strong point, and we have so much to say about them that we have decided to give them a special place at the end of the Flower Seed catalogue. All we say at this stage is that **Madeleine's Matchless New Sub-tropical Sweet Peas** have revolutionised Sweet Pea growing in South Africa. For twelve years we have had waved Sweet Peas equal to the best English varieties in colour, length of stem, and size and quantity of bloom right through the year. The flowers from these plants have been sold in large quantities at our Floral Depot in Pritchard Street, where they have been the wonder and admiration of everyone. There can, therefore, be no question that the facts are as stated.

**PERENNIAL SWEET PEAS.** See *Lathyrus Latifolia*.

**SWEET SULTAN, h.a., 1½ to 2 ft.** Thistle-shaped flowers, which last well as cut blooms.

**Madeleine's Matchless, Mixed.** Per pkt., 6d.

**SWEET SULTAN (Giant).** See *Centaurea*.

**SWEET WILLIAM, h.b., 15 in.** These charming old-world flowers are not met with in this country as often as they deserve, probably because most people are unaware of the improvements made in recent times. We can thoroughly recommend them.

**Madeleine's Matchless Pink Perfection.** A lovely colour. Per pkt., 6d.

**Madeleine's Matchless Scarlet Perfection.** Grand bedding variety. Per pkt., 6d.

**Madeleine's Matchless Auricula-eyed, Mixed.** The finest strain in cultivation. Per pkt., 6d.

**SWAN RIVER DAISY.** See *Brachycome Iberidifolia*.

**TAGETES (Pigmy Marigold), h.a., 1 ft.**

**Madeleine's Matchless.** A greatly improved variety of this wonderfully showy plant. Lovely in the border. Per pkt., 6d.

**THALICTRUM ADIANTIFOLIUM, h.p., 3 ft.** Foliage like Maiden-hair fern, but the plants are quite hardy. The leaves keep well when cut, and are invaluable for floral work. Plants require modified shade and plenty of water. Per pkt., 6d.

**THALICTRUM DIPTEROCARPUM, h.p. 4 to 5 ft.** A really beautiful hardy perennial with very graceful heads of rosy-purple flowers. We most strongly recommend this. Per pkt., 1/6.

**THUNBERGIA ALATA.** Climber. A fine climbing plant. The flowers are buff with a dark eye and are very effective. Per pkt., 6d.

**TITHONIA SPECIOSA, h.h.a., 6 ft.** The Mexican Sunflower. An extraordinarily vivid orange vermillion. The plants should be grown about 4 ft. apart as they branch out wide. Flowers carried on long stems; good for cutting. Will only germinate under very considerable heat or in hot weather. Per pkt., 6d.

**TOBACCO.** See *Nicotiana*.

**TRACHYMENE COERULEA.** See Blue Lace Flower.

**TRITOMA, h.p., 3 ft.** Very choice hybrids of the well-known red hot pokers. They are grand border plants and thrive in South Africa. Per pkt., 2/7.

**TROPAEOLUM CANARIENSE.** See Canary Creeper.

**VALERIAN (Crimson), h.p., 2 ft.** A very fine easily grown perennial plant. Exceptionally good for cut flowers. Per pkt., 6d.

**VARIEGATED MAIZE.** See *Zea Japonica*.

**VERBASCUM PHOENICEUM, h.p., 2 ft.** A very pretty border perennial. Numerous flowers in a large variety of colours. Likes modified shade. Per pkt., 6d.

**VERBENA, h.h.p., 1 ft.** An exceptionally pretty and showy dwarf bedding plant, which for months in the year is covered with bright coloured flowers. It is a very easily grown perennial, which only requires lifting and sub-dividing every year or two. We can strongly recommend it.

**Royal Bouquet, h.p. 18in.** A new class of erect-growing Verbena, fine colours and large flowers. A fine novelty. Per pkt., 1/6.

**Helen Willmott.** A very beautiful salmon rose with white eye. Comes mostly true from seed, but not quite. Per pkt., 1/-.

**Scarlet Beauty.** Deep scarlet colour which makes a glorious splodge of colour. Nearly true to type. Per pkt., 1/-.

**Madeleine's Matchless Auricula-eyed, Giant.** Mixed. Huge heads of very beautiful colours. A greatly improved strain. Per pkt., 1/-.

**Choice Border Hybrids.** Mixed. A very fine strain. Per pkt., 6d.

**VIOLA (Tufted Pansies), h.p., 6 in.** The finest of all dwarf Winter blooming plants for South Africa, being literally a blaze of colour right through the Winter even where there are severe frosts. Gardens in this country can be had nearly as gay with flowers in Winter as in Summer if the right flowers are sown at the right time, yet how very, very few gardens ever contain a bloom at this time. We cannot too strongly urge everyone to grow Violas and *Viola Cornuta*, and especially to get colour effect by sowing separate varieties. For Winter blooming, sow in February. Seeds Germinate best under cool, damp conditions.

**Anderson's Seedling.** Striped. Per pkt., 1/-.

**Lady Marjorie.** Pale lavender. Per pkt., 1/-.

**Maggie Mott.** Soft Mauve. Per pkt., 1/-.

**Marchioness.** White. Per pkt., 1/-.

**Yellow Beauty.** Pure yellow. Per pkt., 1/-.

**Madeleine's Matchless.** Mixed. Saved from a Gold Medal collection by the world's greatest specialist. Wonderfully beautiful colours. Per pkt., 1/- and 2/6

**VIOLA CORNUTA, h.p., 6 in.** The Viola Cornuta is far and away the most free-blooming of all Viola species, being absolutely a blaze of colour for several months on end, and is certainly the best type of Viola for summer flowering. Except in the leading parks they are scarcely ever seen in South Africa, yet they are the best suited of all to our climate. We have pleasure in offering the following new colours, and we cannot too strongly recommend them. If you grow them once you will never be without them again. Seeds germinate best under cool, damp conditions.

**Butterfly, Pale Blue.** Per pkt., 6d.

**Butterfly, Purple.** Per pkt., 6d.

**Golden Splendour.** Golden yellow. Per pkt., 6d.

**Gorgeous, Rich Violet.** Very large and free. Per pkt., 1/-.

**VISCARIA, h.a., 1 ft.** A very free-flowering annual for massing and also a good cut flower, as the blooms last well in water. Quite worth growing.

**Madeleine's Matchless.** Mixed. Per pkt., 6d.

**WAHLENBERGIA.** See Campanula.

**WALLFLOWERS, h.p., 1½ ft.** Visitors to Joubert Park, Johannesburg, during August will have seen how well these favourite, old-fashioned flowers can be grown. As the plants take a long time to reach the flowering stage, the seed should be sown not later than December to bloom the following Winter.

#### Annual Variety :

**Early French.** This variety comes into bloom very quickly. Bright yellow. Per pkt., 1/-.

#### Perennial Varieties :

**Feltham Early.** Very early and a good reddish-brown colour. Per pkt., 6d.

**Harbinger.** A good winter-flowering variety. Bright red. Per pkt., 6d.

**Madeleine's Matchless Double,** Mixed. A very beautiful strain of giant-flowered doubles, including many beautiful colours. Delicious perfume. Per pkt., 1/-.

**Madeleine's Matchless Single,** Mixed. All colours. A very choice mixture. Per pkt., 6d.

#### ZEJA JAPONICA QUADRICOLOUR, h.h.a., 5 ft.

**Variegated Maize.** A very striking foliage plant for the border, the leaves being streaked yellow, rose and red. Strongly recommended. Per pkt., 6d.

**ZINNIA, h.a., 2 ft.** Very showy border plants, which thrive in South Africa. We have been fortunate in securing an exceptionally fine strain of very double flowers, which we can confidently recommend to all.

**Madeleine's Matchless Golden.** Per pkt., 6d.

**Madeleine's Matchless Purple.** Per pkt., 6d.

**Madeleine's Matchless Rose King.** Per pkt., 6d.

**Madeleine's Matchless Scarlet.** Per pkt., 6d.

**Madeleine's Matchless Sulphur.** Per pkt., 6d.



**Madeleine's Matchless Violet.** Per pkt., 6d.

**Madeleine's Matchless White.** Per pkt., 6d.

**Madeleine's Matchless Giant Doubles, Mixed.** A great variety of colours. Per pkt., 6d.

**Madeleine's "Gold Medal."** A new and immense-flowered strain which is another great advance and a sure prize-winner at Flower Shows. Beautiful colours. A grand novelty. Per pkt., 1/-.

**Madeleine's Matchless Vesuvius.** A new dwarf variety with beautiful dark Scarlet flowers. A very fine bedding variety. Per pkt., 6d.

**Madeleine's New Quilled Zinnia.** This is also something quite new. It is quite distinct in form from any other class, and it produces rare and beautiful combinations of colours never before seen on Zinnias. The plant is a free and strong grower, producing an abundance of double flowers of great size on long stems. It is highly decorative in the garden and is excellent as a cut flower. We strongly recommend this as a sterling novelty. Per pkt., 1/-.

**Madeleine's Matchless Curly Giants.** An entirely new departure in Zinnias, the flowers resembling Comet Asters. A great variety of colours. Per pkt., 6d.

As will be seen from the above, we are listing an exceptionally fine range of Zinnias. We are doing so because these plants are particularly suited to conditions in this country, and will thrive anywhere in the sub-continent.



Spraying Tobacco Plants with "Ideal" Patent Sprayer.

*How is This ?***SWEET PEAS****Bulawayo.**

At Bulawayo Flower Show last July, Madeleine's Matchless Sub-Tropical Sweet Peas, grown by Mr. C. F. de B. Winslow, practically swept the board, winning all the FIRST PRIZES except one.

**Mauritius.**

Mrs. Rouillard writes from Vacaas, Mauritius, under date of September, 1926, to say: "I am sure you will learn with pleasure that I have obtained the FIRST PRIZE for Sweet Pea flowers at our last Exposition . . . . The flowers have been excessively admired for their form, long stems and colours. They are really superior to all those I have cultivated hitherto."

**Lourenco Marques.**

The following is an extract from the "Lourenco Marques Guardian" of October 2nd, 1926. "Mr. D. Bello is exhibiting a large bowl of Sweet Peas in one of the shop windows opposite the Union Castle Company's office. They were grown in Lourenco Marques from seed supplied by "Madeleine," Johannesburg . . . . It is only during the last two years that Sweet Peas have been grown here at all. Mr. Hugh le May, who is the grower, has had them flowering from April to October."

**Uitenhage.**

At the Spring Show, 1926, Mr. Raymond H. Inggs won THREE FIRSTS and TWO SECONDS with MADELEINE'S MATCHLESS NEW SUB-TROPICAL SWEET PEAS.

**Lydenburg.**

Mrs. W. Kuit writes under date of 31st January, 1927: "I also have much pleasure in stating that the seeds we had from your firm last year were excellent. Our Pansies were glorious with over 60 varieties. Our Sweet Peas with stems of 15 inches and nearly all with four blooms. We are fully determined to go in for them with even more zest this year than we did last year."

**Barberton.**

Mrs. W. P. C. Watts writes under date of 18th February, 1927: "Kindly send me your list of Sweet Peas. Those I grew from your seeds last year were 9 ft. high, the blooms enormous on 18 inch stems; the plants bearing flowers for four months."

**ARE YOU SATISFIED ?****STEMS 16 INCHES AND FOUR FLOWERS TO A STEM**

are quite common, even in winter.

You will never waste time and water on any other sort if you once grow ours. Try a packet against any other variety you fancy and see for yourself.

Our first advice about Sweet Pea growing is DON'T attempt it unless you can provide:—

Shelter from wind;  
Plenty of water;  
Deeply trenched and rich soil.

FOR FIVE YEARS IN SUCCESSION

## Madeleine's Matchless Sub-Tropical Sweet Peas

HAVE PRACTICALLY SWEEPED THE BOARD  
AT THE UITENHAGE SPRING FLOWER SHOWS

They have also won Prize after Prize all over South Africa from Bulawayo, South.

What more conclusive proof could there be of their superiority ?

We are never asked now-a-days for the English Summer-flowering Sweet Pea, nor for the so-called Winter-flowering (Multiflora) type, and so we no longer stock them. They have both been completely superseded by Madeleine's Matchless Sub-tropical Sweet Peas.

The flowers of Madeleine's Matchless Sub-tropical Sweet Peas are indistinguishable from the English Summer-flowering type, but in our hot climate they have MUCH longer stems and bigger flowers, and they continue to yield gorgeous blooms in extraordinary profusion over a much more extended period. **THEY ARE INCOMPARABLY SUPERIOR IN EVERY WAY UNDER SOUTH AFRICAN CONDITIONS.**

They come into bloom about 2½ months after sowing, and grow so rapidly that they are able to throw off the ill effects of a check in a way that the slower-growing English type cannot do.

The colourings are as good and the stems and flowers are better, under South African conditions, than the English varieties, and they are not nearly so liable to mildew.

They grow into huge bushes, 8 to 10 feet high, and 3 or 4 feet through, being literally covered with flowers.

Everyone who has been privileged to see our rows of Sweet Peas in full flower say they have never seen anything to compare with them.

Those who have had disappointing failures in the past need have no hesitation in trying again with our Sub-tropical varieties, as failure is practically impossible.

To the sceptical we say, try a packet of seed and become an enthusiast.

**Madeleine's Sub-tropical Sweet Peas** can be had in flower all the year round in South Africa, and they thrive at all times under our climatic conditions.

**To have flowers** in Summer it is advisable to plant on the East side of a house or to provide other shade from the hot afternoon sun. In Winter where frosts are severe, it is necessary to plant near a house, or to shelter from frost at night by rush mats or hessian carried on poles or wire netting over the plants. A temperature below freezing point will not kill the plants as long as the actual frost does not deposit on them.

### CULTURAL HINTS.

Although quite pretty Sweet Peas can be grown with ordinary cultivation, the plants are essentially gross feeders ; consequently where long stems, big flowers, and an extended flowering season are desired it is absolutely essential to trench the ground three feet deep, and to incorporate lots of cow manure in the lower two feet. On no account should manure be mixed in the top foot of soil.

Sweet Peas require firm soil, and the best results in a dry climate such as ours will be attained by preparing the ground 6 to 12 months before it is required. When this is not convenient have the ground thoroughly stamped layer by layer as it is returned to the trench.

If possible to shade, sow the seeds in the open where intended to bloom, but remember that Sweet Pea seeds, especially cream coloured or spotted seeds or varieties with lavender coloured flowers are almost **certain to rot if exposed to the**

**sun and watered** ; and it is therefore absolutely essential to shade them in some way so as to keep them cool, and to retain the moisture in the soil, and thus to obviate constant watering.

Where such shade cannot be given, the seeds must be sown in pots or boxes in a cool, shady place, and planted out in the flowering quarters when not more than two inches high.

**Sow seeds**  $3\frac{1}{2}$  months before it is desired to have the plants in full bloom. Arrange sunk beds 3 ft. wide and 6 inches deep so as to retain the water.

**Sow seeds** 4 inches apart and thin to 12 inches apart.

Place a little sand under each seed, and on no account cover with more than one inch of soil. Press the soil down firmly and give one good soaking of water. Do not water again until actually required, which will probably not be until the plants are up.

Should any of the seeds fail to germinate within a couple of weeks, dig them out carefully and chip a little bit out of the hard outer skin, which will allow them to swell, and then replant carefully.

Stake with small twiggy sticks when not more than three inches high, and with coarse mesh wire netting or tall stakes from 8 to 14 feet high as soon as possible.

To prolong the blooming season it is imperative to keep the old blooms cut off so as to prevent seeds forming ; and remember that when in full flower it is almost impossible to give too much water as long as the drainage is all right and the water does not lie stagnant.

Our prophecy when introducing Madeleine's Matchless New Sub-tropical Sweet Peas less than nine years ago that they would, when known, be the most popular flower in South Africa, has already been fulfilled, as is proved up to the hilt by our sales of these seeds.

The repeat orders and the letters of congratulation and commendation which are coming in from all over South Africa, prove that Madeleine's Sub-tropical Sweet Peas have made good. They flower within three months of sowing and can be had in bloom without difficulty all the year round. They will flower in Natal in mid-summer or in Johannesburg in mid-winter, which represents the two extremes of climatic conditions in South Africa.

They grow in a wonderfully vigorous way, giving hundreds and hundreds of blooms, and there is no other flower that yields such a generous return for good treatment. Remember always that the better the treatment, the better will the flowers and stems be, and the longer will the plants continue to bloom.

To secure exhibition blooms, it is advisable to nip out the leading growth when the plants are about 4 to 6 inches high, and to confine the growth to 4 side-shoot stems, keeping all further side shoots nipped out. This, of course, reduces the flowers to a few per plant, but greatly increases the number of fours, length of stems and size and substance of flowers. When the plants are flowering vigorously, give weak liquid manure (the colour of pale tea) twice a week, but on no account give it strong and beware of fowl manure, else you will have bud-dropping just when you want the flowers.

On no account allow green fly to get a start. If you do, you will find it most difficult to control. Buy one of our patent "Ideal" Sprayers and some Katakilla Powder and always carry the sprayer with you when disbudding or watering. Whenever you see a few green fly, starting an infinitesimal amount of spray will destroy them and prevent endless trouble later on. The "Ideal" Sprayer is also invaluable for damping the foliage each morning and evening in hot, dry weather, if you desire the very finest results.

Sweet Peas have two kinds of roots, a long tap root which goes deep for manure and moisture, and surface feeding branching roots which obtain the nitrogen from the air. A good mulch of old cow manure on the surface is invaluable for these surface roots, and the mulch must not be forked or disturbed. Sweet Peas cannot thrive where the surface soil cakes and bakes or where the surface roots are broken by forking.





We are the Pioneers in this type of Sweet Pea, and we intend to maintain our lead by introducing new colours and by constantly improving our stocks of the older varieties, and by progressive improvement in colour, size and substance of bloom and length of stem.

### LIST OF VARIETIES.

#### More New Colours. More Seeds for the Money.

EXQUISITE. Rosy-cream, 10 seeds, 1/-.

BEACON. Vivid Orange.

CRIMSON GLOW. A magnificent glowing crimson and a great advance. Strong grower, long stems and plenty of fours.

ELEGANCE. Lovely deeply frilled pink blooms. This variety should be confined to three "leaders." The flowers have so many petals that the plants become exhausted if allowed to grow into big bushes.

FASCINATION. A beautiful pale rose.

FIREFLAME. Glorious vivid orange-scarlet.

GORGEOUS. A fine light maroon.

KISMET. A splendid deep rose-pink.

SUNSET. Very deep scarlet. As a cut flower there is no Sweet Pea to compare with this. The colour is magnificent, both by day and artificial light and it sells like "hot cakes."

WHITE WONDER. A new break, containing an extraordinary number of petals. This variety should also be confined to three "leaders."

The above Nine Varieties, each 1/- per pkt. of 15 seeds.

Collection of above Nine Varieties together with "EXQUISITE," 10 in all, 8/- post free.

### STANDARD VARIETIES.

BEAUTY. Lavender.

BELLADONNA. Light blue.

CAPTIVATION. Cream, overlaid lavender.

CARMEN. Deep carmine.

CRIMSON QUEEN. Brilliant crimson.

CORONATION. Purple and blue. Large flowers.

DAINTY MAID. Straw-pink.

DREADNOUGHT. Plum colour, huge stems and flowers.

ELECTRA. Lavender-pink.

FAIRY QUEEN. Cream. Many fours.

HARLEQUIN. Grey flake.

HIS MAJESTY. Rich dark maroon. Very fine.

IVORY. Rich cream.

LORD FISHER. Medium blue.

MADELEINE'S DECORATIVE. Lovely shrimp-pink. Must be shaded from hot sun.

MAGPIE. Rich maroon flake.

MASTERPIECE. Mauve. Giant Pea with plenty of fours.

MERMAID. Beautiful shell-pink.

MISS MOFFAT. Cream-pink, suffused salmon-pink.

MODESTY. Pretty blush colour.

OTHELLO. Darkest crimson.

PARISIENNE. Heliotrope flake.

PINK PEARL. Beautifully frilled cream-pink.

RADIANCE. Cream, with pink picotee edge. Lovely.

SAMBO. Very fine dark maroon.

SOUTH POLE. Fine white, many fours.

Each variety, General List, 6d. per pkt. of 15 seeds.

Twelve varieties, our selection, 5/-; Six varieties, our selection, 2/6.

**Madeleine's Matchless Mixed Varieties.** Finest mixture of named varieties only. 6d. per pkt. of 20 seeds; 5/- per dozen packets; 5/6 per oz. in not less than 1 oz. lots.

**Market Gardeners** will be quoted special prices for bulk supplies on sending requirements.

# Hints on Vegetable Culture and Catalogue of Choice Vegetable Seeds.

## FOREWORD.

It is common knowledge that some of the best brains in the world are devoted to improving the breed of domestic animals; but it is not generally known that specialist breeders are devoting their lives to the improvement of vegetables and flowers, and with equally satisfactory results.

The Tomato is a very good illustration of scientific breeding. Take the ordinary Tomato as sold in South Africa; it is rough in exterior, rough in texture, and rough in flavour, a bad colour and thick skinned. If you try a packet of Madeleine's Matchless Tomato seed, you will find that the fruits leave nothing further to be desired, being sweet, thin skinned, refined and delicious. The seed is naturally more expensive, but it is in every way better value.

The same remarks apply to all vegetable seeds.

We cater especially for the private grower whose sole concern is superlative quality both as regards flavour and texture, but we also stock re-selected strains of the finest standard market varieties, and offer them at extremely moderate prices, either by the packet or in bulk.

MADELEINE'S MATCHLESS TOMATO, FRENCH BEAN, MARVEL PEA, BEET, CABBAGE, CAULIFLOWER, CELERY, ONION, LETTUCE, etc., will be a revelation to the grower of the ordinary type of vegetable seeds such as are usually sold in the country. To the private grower, quality is everything.

## HINTS ON VEGETABLE CULTURE.

GREEN VEGETABLES which are grown for their leaves such as Spinach, Lettuce, etc., require to be kept growing vigorously all the time. The ground should have lots of fairly fresh horse manure worked in the surface nine inches, and the beds should be kept damp at all times.

PEAS, BEANS, etc., require plenty of manure, either horse or cow manure, but it should be trenched in for about two feet. On no account should the ground be allowed to become dry. If Peas get a check from lack of moisture they will be at once attacked by mildew.

CABBAGE, CAULIFLOWER, BRUSSELS SPROUTS, etc., prefer a stiff soil fairly well enriched with manure. The soil around the plants should be thoroughly well firmed down with the feet and the plants should be kept watered and growing strongly all the time. Watering overhead is beneficial except in very cold weather. Cabbage fly, a greyish coloured "green" fly will develop in an extraordinary way if the plants suffer a check from lack of moisture. Should this occur, spray immediately with "Katakilla." We sell the powder in cartons containing four powders each of which will make  $2\frac{1}{2}$  gallons of wash, at  $\frac{2}{3}$  per carton, postage 6d. extra. The powder has merely to be mixed with water and sprayed on, and, being non-poisonous, it is perfectly safe to use on vegetables. Our patent "Ideal" Sprayers are far ahead of any other appliance for spraying vegetables with Katakilla, as it gives a mist-like cloud which penetrates everywhere.

CARROTS, BEET, etc., must on no account be planted in ground which has been heavily manured recently. The soil should be in nice open crumbly condition and should be dug about 12 to 18 inches deep.



CUCUMBERS, MARROWS, MELONS, etc., should be sown in rich soil and kept growing vigorously. If allowed to suffer a check from becoming too dry, they will be immediately devastated by mildew.

DEPTH TO SOW SEEDS. Peas, Beans and such big seeds should be planted about two inches deep, and Cabbage, Turnips, etc., about  $\frac{1}{2}$  to 1 inch deep.

FIRMING THE SEED BEDS. As in the case of flower seeds, it is important to firm the beds after sowing, by patting down with the back of the spade.

SHADING. To secure a good germination it is essential to keep the beds shaded and moist until the seeds are up. We strongly recommend "Hessian," carried on frames, for shading.

BROADCAST OR IN DRILLS. As a general rule sowing in drills will be found more satisfactory than broadcasting, as it is so much easier to cultivate between drills.

### THINNING.

This is one of the most important points if it is desired to produce good results. It is absolutely essential to harden your heart and to thin out or transplant, so as to leave ample room for light, air and future development. Always err by giving too much space rather than too little.

### PICKING VEGETABLES.

Most vegetables, but more especially Peas and Beans, should be picked whilst they are young and tender.

Have you ever eaten Carrots the size of your little finger? If not, try them; they are simply delicious.

In this respect more than any other the private grower has the advantage over those who have to buy their vegetables, as market growers in their effort to secure the maximum bulk, delay marketing until their produce is considerably past its best.

### MANURES.

Generally speaking, it will be found that whilst cow manure gives strong, sturdy growth and the best results in the flower garden, horse manure will give plenty of foliage, and is generally preferable in the case of green vegetables.

In this as in our notes on **Flowers from Seeds**, we merely give the main underlying principles, which if clearly grasped and kept in mind, and provided always that seeds of really high-class strain are used, should enable anyone to grow delicious, luscious vegetables.

Our Advisory Department is provided for and is at the free disposal of our friends for the solution of cultural troubles, and we shall at all times be pleased to give information on special points or to help in any way in our power. It is no pleasure to us to sell you a few seeds, unless you are satisfied with the result. We are greatly interested in your future order, and we are very greatly interested in, and most earnestly solicit, your recommendation to your friends. If you help us to build up our business, it is the least we can do to help you to attain satisfactory results, which will in the end be our best advertisement.

### TO SMALLHOLDERS AND MARKET GARDENERS.

We shall be pleased to quote special and very favourable terms for seeds in large quantities required by Smallholders and Market Gardeners, on receipt of requirements. There are no finer seeds than ours obtainable anywhere in the world, either as regards germination or quality of the product. Our seeds go further and anything grown from them, whether vegetables or flowers, can be relied on to command a ready market, and fancy prices.

## CATALOGUE OF VEGETABLE SEEDS

Where prices are quoted per ounce or per pound, less than these quantities cannot be supplied at these rates.

As  $1\frac{3}{4}$  lbs. of seed can be sent for the same postage as 1 lb., it will be found much cheaper to take the larger quantity. We have, therefore, in the case of Beans, Peas, etc., marked a special price for  $1\frac{3}{4}$  lbs. post free.

### ARTICHOKE.

**Madeleine's Matchless Green Globe.** The flower heads of this variety are cooked whole, and the end of each petal is then eaten with butter sauce. Very delicious. The plants should be grown 4 ft. apart and be given high cultivation. Seed, 6d. per pkt., post free.

### ASPARAGUS.

**Improved Connover's Colossal.** The finest of all varieties. Requires very high cultivation. Should not be cut for use until fourth year. Seed, 6d. per pkt., 9d. per oz., post free.

### BEANS (BROAD).

**Madeleine's Matchless.** A magnificent Long-pod Broad Bean, which cannot be surpassed for exhibition or table use. Seed, 6d. per pkt., post free;  $1/6$  per lb., postage  $1/-$  extra;  $1\frac{3}{4}$  lb., post free,  $3/6$ .

### BEANS (BUSH or DWARF FRENCH).

**Madeleine's Matchless.** This bean matures quicker than any other, and being exceptionally hardy, it is unquestionably the best bean for very early or very late crops; and it is also a first-class variety at any time, the pods being **quite stringless**, long and fat, tender, and of the finest flavour. Seed, 6d. per pkt., post free;  $2/6$  per lb., postage  $1/-$  extra;  $1\frac{3}{4}$  lbs., post free,  $5/4$ .

**Improved Canadian Wonder.** We recommend this as quite an improvement on the parent plant, the pods being much larger and hanging longer, without getting stringy. **Highest grade, Imported hand picked seed**, 6d. per pkt., post free;  $1/9$  per lb., postage  $1/-$  extra,  $1\frac{3}{4}$  lb., post free,  $3/6$ .

### BEANS (BUSH, GOLDEN BUTTER).

**Madeleine's Matchless.** These Beans are quite distinct in flavour from the Dwarf French, but they are very delicious when cooked whole. The pods should be allowed to grow until the beans inside are well formed. They are quite stringless and do well in South Africa. Seed, 6d. per pkt., post free;  $2/-$  per lb., postage  $1/-$  extra;  $1\frac{3}{4}$  lbs., post free,  $4/6$ .

### BEANS (RUNNING or CLIMBER).

**Madeleine's Matchless Climbing French.** A climbing variety of the Bush or Dwarf French type, combining all the good points of the Dwarf, including freedom from stringiness, tenderness and flavour, with the greatly increased crop produced as a result of the greater and more prolonged vigour of the Climber. They take longer to mature, so cannot supplant the Dwarf varieties. To secure the best results the plants must have strong poles to climb up. A very fine Bean. Seed, 6d. per pkt., post free;  $2/6$  per lb., postage  $1/-$  extra;  $1\frac{3}{4}$  lb., post free,  $5/4$ .

**BEANS.—SCARLET RUNNER.**

**Madeleine's Matchless.** The finest of all Scarlet Runners. These are perennials. The flavour is very delicious, provided the pods are gathered whilst young. It is essential to provide strings or poles for the Beans to climb up. Seed, 6d. per pkt., post free; 2/- per lb., postage 1/- extra; 1½ lb., post free, 4/6.

**Madeleine's Matchless Painted Lady.** A greatly improved runner bean of the Painted Lady type. Decorative and delicious. Seed, 6d. per pkt., post free; 2/6 per lb., postage 1/- extra; 1½ lb., post free, 5/4.

**Cultural Note.**—All beans, but more especially the Climbing and Runner type, require rich soil and plenty of water. Quick growth ensures crispness and tenderness.

**SHELL BEANS.**

**Lima.** These are cultivated for the beans, either green or dried, and they are of luscious flavour. They should be grown by everyone, as, in addition to being a delicious change, they form an invaluable reserve vegetable in the dried stage.

**American Champion, Bush (Lima).** Nice erect bushes, the pods being in clusters on upright branches. Seed, 6d. per pkt., post free; 2/- per lb., postage 1/- extra; 1½ lb. post free, 4/6.

**American Champion, Climbing (Lima).** A tall-growing variety, somewhat resembling a Runner Bean in habit, and requiring strong and tall poles to cling to. These are more prolific than the Bush form, but take longer to mature. Seed, 6d. per pkt., post free; 2/- per lb., postage 1/- extra; 1½ lb., post free, 4/6.

**Boston Pea Bean.** The famous and popular Boston Bean of America. Per pkt., 6d., post free; 2/6 per lb., postage 1/- extra; 1½ lb., post free, 4/6.

**BEEF.**

**Madeleine's Matchless Globe.** The best round variety, matures quickly; suitable for shallow soil. Seed, 6d. per pkt., post free.

**Madeleine's Matchless Half-Long.** This we have proved to be the best of the half-long varieties; rich blood colour and very dark foliage. Keep top of tuber well covered. Seed, 6d. per pkt.; 9d. per oz., post free.

**Egyptian Turnip Rooted.** The favourite market variety, matures early. Seed 6d. per pkt.; 9d. per oz., post free. 1/6 per ¼ lb., post free.

**Swiss Chard Lucullus.** The mid-ribs quite white and very soft. These are used for Seakale, the green portion as Spinach. Seed, 6d., per pkt.; 1/6 per ¼ lb., post free.

**Improved Perpetual or Spinach.** This improved variety should be grown by all. The more you cut, the more you reap; a continual supply can be obtained all the year round. Seed, 6d. per pkt.; 1/6 per ¼ lb., post free.

**BORECOLE (Curly Greens.)**

**Madeleine's Improved Green Curled.** This variety matures in the Winter season. Seed, 6d. per pkt.; 9d. per oz., post free.

**BRUSSELS SPROUTS.**

**Improved Wroxtton.** An improved type; sturdy growth; very prolific. Seed, 6d. per pkt.; 1/- per oz., post free.

**CABBAGE.**

**Madeleine's Matchless.** Our name ("Matchless") again conveys that we consider this to be the first of all varieties, as regards quality; not the earliest, but a four months variety, half-long and a trifle blunt headed. Seed, 6d. per pkt.

**Winningstadt.** A splendid drought resistant variety for South Africa. Medium size; sugar loaf type, and good for private garden or for market. Seed, 6d. per pkt; 1/- per oz., post free.

**Devonshire Flat.** Brunswick type. The hardiest of all; immense size. Seed, 6d. per pkt; 9d. per oz., post free.

**Copenhagen Market Improved.** An improved strain of this very magnificent large, round-headed, early cabbage. We strongly recommend this as one of the very finest cabbages in cultivation for market purposes. Seed, 6d. per pkt.; 1/- per oz., post free.

**Grimson Pickling.** Medium size and very tender. Seed, 6d. per pkt.

### SAVOY CABBAGE.

Very hardy and of delicious flavour. Makes a fine Winter vegetable. Improved by frost.

**Madeleine's Matchless, Early.** Seed, 6d. per pkt.; 9d. per oz., post free.

**Madeleine's Matchless, Late.** Seed, 6d. per pkt.; 1/6 per oz., post free.

**Cultural Notes.** All cabbage requires a rich, rather stiff (clayey) soil and unlimited water. Keep them growing all the time.

**CAPSICUM.** See Pepper.

### CARROT.

**Madeleine's Matchless, Early.** This we strongly recommend for quality, and the sweetest of all. Seed, 6d. per pkt.; 1/- per oz., post free.

**Madeleine's Matchless Half-Long.** The best of its class; matures in four months. Seed, 6d. per pkt.; 1/- per oz., post free.

**Improved Chantenay.** A very heavy yielder, and a great favourite with market gardeners. Seed, 6d. per pkt.; 2/3 per 1/4 lb., post free.

**Cultural Note.** Carrots like a light sandy soil in nice, fine tilth, free from stones; on no account should they be given fresh manure or rich soil, although a mulch of old manure is highly beneficial.

### CAULIFLOWER.

**Madeleine's Matchless.** Here, again, the name "Matchless" guarantees quality. It should be grown in well-manured soil, so as to make a rapid growth; foliage covers head well, so that they seldom get sun-scorched. Our tests have been perfect. Seed, 1/- per pkt., post free.

**Madeleine's Matchless Early Perfection.** This we can strongly recommend as being the earliest in cultivation; not a large variety, but snow-white, very compact and of superb quality. Seed, 1/- per pkt., post free.

**Early Italian Giant.** The finest early market variety for South Africa. As it is a quick maturing sort, can also be grown as an extra late market variety. Special re-selected stock. Seed, per pkt., 6d.; 1/6 per oz., post free.

**Veitch's Autumn Giant.** Very large heads, creamy white; matures in five months; will be a great favourite. Finest market variety in cultivation. Seed, 6d. per pkt.; 1/6 per oz., post free.

**Cultural Note.** Cauliflowers require the same culture as cabbages, viz., rich, stiff soil and any amount of water (real good soakings).

### CELERY.

**Madeleine's Matchless White.** Has long firm sticks and is very crisp. We advise tying to get same bleached pure white. Seed, 6d. per pkt., post free.

**Madeleine's Matchless Red.** Same treatment as White variety. Seed, 6d. per pkt., post free.

**Madeleine's Matchless Pink.** Different from above in colour only. Seed, 6d. per pkt., post free.

**Culture Note.**—Celery should be grown in rich soil in trenches and requires almost unlimited soakings of water.

**GRESS.**

**Extra Curled.** Should be sown three days in front of Mustard. To avoid grit do not cover the seed with soil, but keep it dark before germinating by covering with sack or brown paper. Seed, 6d. per pkt.; 1/- per  $\frac{1}{4}$  lb., post free.

**CUCUMBER.**

**Madeleine's Matchless.** The finest garden Cucumber in cultivation. The fruits are about 12 inches long, thick and fleshy, and with very few seeds. The texture is delightfully crisp, and the flavour is mild and unequalled. Seed, 6d. per pkt., post free.

**Los Angeles.** Long, green and prickly. A good Californian ridge variety. Seed, 6d. per pkt., 2/- per oz., post free.

**Perfection Ridge.** A very hardy variety, suitable for rather exposed positions. A magnificent ridge variety in every respect. Seed, 6d. per pkt.

**Fordhook White Spine.** The favourite market variety and also a first-class all-round garden sort. The fruits are white, crisp and solid, with comparatively few seeds, and the vines are most vigorous and productive. Seed, 6d. per pkt.; 1/6 per oz., post free.

**Madeleine's Matchless Telegraph Type.** Far and away the finest of all Cucumbers and greatly superior to the Ridge varieties in both flavour and texture. The fruits are about 24 inches long and cannot be surpassed either for exhibition or for eating. They are not so hardy as the Ridge sorts, and require a sheltered position. 1/- per pkt. of twelve seeds, post free.

**EGG PLANT.**

The popularity of these fruits is growing remarkably, and the plants are being cultivated in ever-increasing quantities. They are admirably suited to South African conditions and are very easily grown.

**Long Purple.** Long, rich coloured fruits of excellent flavour. Seed, 6d. per pkt.; 2/- per oz., post free.

**Improved Spineless.** A very productive variety, which is quite free from spine. Seed, 6d. per pkt.; 2/- per oz., post free.

**ENDIVE.**

**Madeleine's Matchless.** A very much improved variety. If the outer leaves are tied up, the heart will become creamy-white and crisp. The leaves are very narrow and lanceolated. Seed, 6d. per pkt.; 1/6 per oz., post free.

**HERBS.**

**Lavender, Sweet.** The old-fashioned sweet smelling Lavender, much used for sachets, etc. Seed, 6d. per pkt., post free.

**Marjoram, Sweet.** A favourite and useful herb which may be used either green or dried for flavouring. Seed, 6d. per pkt., post free.

**Rosemary.** An old-fashioned headache cure, the leaves being made into tea. Seed, 6d. per pkt., post free.

**Sage.** Improved. Too well known to need description. This variety, if continually picked, will send out fresh shoots at every joint. Seed, 6d. per pkt., post free.

**Summer Savory.** A favourite flavouring. Seed, 6d. per pkt., post free.

**Thyme.** Madeleine's Improved Sub-tropical. We recommend this as the best. Leaves are very broad. When plants get to 3 or 4 inches high, pinch out the tops and treat the same as Sage. Seed of this new variety is very scarce. Per pkt., 6d., post free.

**KOHL RABI.**

**Matchless, White.** A much improved type. Roots have a flavour partly of turnip and partly of cabbage. Seed, 6d. per pkt.; 1/- per oz., post free.

**Improved Purple.** This is a high-class garden variety; rich purple colour and of excellent flavour. Seed, 6d. per pkt.; 9d. per oz., post free.

**LEEK.**

**Madeleine's Matchless.** Seed, 6d. per pkt.; 2/- per oz., post free.

**Cultural Note.**—To grow good Leeks, rich soil and lots of water are necessary. It is best to grow them in trenches like Celery. The stems should be blanched by drawing the soil up round them from time to time as they grow. Be sure to give plenty of water.

**LETTUCE.**

**Madeleine's Matchless Butter-heart.** The best flavoured Lettuce in cultivation. Per pkt., 6d.

**Madeleine's Matchless Crisp-heart.** As its name implies, it is delightfully crisp and preferred by many for this reason. Per pkt., 6d.

**Madeleine's Giant.** This is the largest variety in cultivation, and we strongly advise it for poultry feed. If required for salad purposes, cut just as heart is formed. Per pkt., 6d.; 1/6 per oz., post free.

**Neapolitan Improved.** This variety is considered by many to be the best sort for market gardeners; seed creamy-white; heads large. Per pkt., 6d.; 1/3 per oz., post free.

**Madeleine's Matchless (Winter).** Undoubtedly the best of all winter varieties. Colour, pale green. We have cut heads weighing 1½ lb. in July. Does not run to seed quickly. Per pkt., 6d.; per oz., 1/9, post free.

**Madeleine's Matchless Cos.** When once you have grown this, you will never grow any other of the Cos type. Cold and icy; a heavy yielder and needs no tying. Per pkt., 6d.; per oz., 1/-, post free.

**MARROW.** See under Vegetable Marrow.

**MELON (SWEET).**

**Emerald Gem.** The finest flavoured of all Melons and best for growing for private consumption. It is vigorous, very prolific and of excellent texture, with very small seed cavity. Seed, 6d. per pkt., post free.

**Salmon King.** A fine variety with salmon coloured flesh of rather firmer texture than Emerald Gem. Per pkt., 6d., post free.

**Spicy Cantiloupe.** A delicious Sweet Melon which is particularly suited to this country. Per pkt., 6d. post free.

**MELON (WATER).**

America leads the world in the production of improved type of Water Melons, and we have therefore drawn our supplies of seed from that country. They will be found to produce fruits of better texture and flavour than those usually sold in this country.

**Alabama.** Bright red flesh of delicious flavour. Fruits about 22 inches long of oblong shape. A fine variety. Per pkt., 6d.; per oz., 9d., post free.

**Halbert Honey.** The finest of all Water Melons for small gardens. Flesh rich crimson and delicious flavour. Fruit, 18 inches long and blunt-round at ends. Per pkt., 6d.; per oz., 9d., post free.

**Pride of the Market.** A grand market variety of first-class flavour. Per pkt., 6d.; per oz., 9d., post free.

**Tom Watson.** A splendid market sort for growing on light soil. The rind is tough but thin, and the fruits weigh about 50 lb. Per pkt., 6d.; per oz., 9d., post free.

**MUSTARD.**

**Madeleine's Matchless Improved.** Sow three days after Cress, to get crop at same time. To avoid grit, do not cover the seed with soil, but keep it dark before germinating by covering with sack or brown paper. Per pkt., 6d.; per oz., 9d., post free.

**ONIONS.**

**Madeleine's Matchless Perfection.** We have no hesitation in recommending this as the finest onion in cultivation. It is a magnificent keeper; vigorous grower; fine globular shape; and an exceptionally large, heavy, solid bulb, with beautiful straw-coloured skin. This Onion represents the last word in scientific hybridisation, and is a distinct advance on the older varieties. Seed, 1/- per pkt.; 3/- per oz., post free.

**Madeleine's Matchless Ailsa Craig.** A specially selected stock of this large and very heavy cropping Onion, which has a world-wide reputation. Seed, 6d. per pkt.; 2/- per oz., post free.

**Danvers Yellow Flat.** A fine Onion for South Africa. A heavy cropper and good keeper. Seed, 6d. per pkt.; 9d. per oz., post free.

**Silver Queen.** The best silver skinned variety. First rate. Seed, 6d. per pkt.; 9d. per oz., post free.

**Shallots.** Used for salads and flavouring. Easily grown. Seed, 6d. per pkt. 9d. per oz., post free.

**Cultural Note.**—Onions prefer a medium rich soil, which should be worked to a fine tilth and then trodden down well to make it firm.

**PEAS.**

**Madeleine's "Marvel."** Another wonderful "find" discovered at our Trials Ground. This is THE Pea for South African conditions and solves the difficulty of growing edible Peas in the warmer parts of the country. So extraordinarily fast does it grow that sown at the same time as "Stratagem," the crop is finished before "Stratagem" has begun. We have had no difficulty in growing it on the High Veld in summer, and it is a marvellous Autumn, Winter and Spring Pea for the hotter parts of South Africa. It can be sown in any place in South Africa during March. There is no more delicious flavoured pea in cultivation and it is an exceptionally heavy cropper. In our opinion there is no pea to compare with MADELEINE'S MARVEL under South African conditions. **Try for yourself.** Seed, 6d. per pkt.; 3/- per lb., postage 1/- extra; 1½ lb., 6/3, post free.

**Madeleine's Matchless Dwarf Marrowfat.** A magnificent new dwarf (18 inches) Marrowfat Pea of superlative excellence. In South Africa, Pea stakes are often difficult to procure and windbreaks are frequently inadequate. Under such conditions, a very Dwarf Pea possesses many advantages. The culinary qualities of this variety are certainly equal to any in cultivation, and the plants are extraordinarily heavy croppers. We recommend it with every confidence. Seed, 6d. per pkt., post free; 2/- per lb., postage 1/- extra; 1½ lb., post free, 4/6.

**Improved Stratagem.** An improved type of the old variety, the haulm being much stronger and a better bearer. The favourite South African market variety. We stock only HIGHEST GRADE, HAND-SORTED, IMPORTED SEED. It costs a little more, but is far the cheapest in the end. Seed, 6d. per pkt., post free; 1/6 per lb., postage 1/- extra; 1½ lbs., post free, 3/6.

**Cultural Note.**—To secure the best results, edible Peas require the same high cultivation as Sweet Peas; see Flower Seed Section of this Catalogue.

**PARSLEY.**

**Madeleine's Matchless Garnishing.** A very much improved type; long fronds, very lanceolated and curled. If this seed is covered with a mulch of old manure after sowing, perfect germination will be secured. Takes a long time to germinate. Seed, 6d., per pkt.; 1/- per oz., post free.

**Cultural Note.**—Parsley seed takes a very long time, during which period it should be kept covered up and damp. To secure first-class foliage the plants should be thinned out or transplanted to 1 ft. apart. To secure a succession, a fresh lot of seed should be sown about every 3 or 4 months.

**PARSNIP.**

**Madeleine's Matchless.** The best Parsnip in cultivation. It is of medium length and excellent quality. Seed, 6d. per pkt.; 9d. per oz., post free.

**Cultural Note.**—Parsnip requires the same cultural treatment as Carrots.

**PEPPERS (Capsicum).**

**Long Red Cayenne.** A fine strain of true Cayenne Pepper; very hot and strong. Seed, 6d. per pkt.; 2/- per oz., post free.

**Oriental Giant.** The finest of all Peppers for garden use, the fruits being of mild flavour, enormous size and brilliant scarlet colour. Seed, 6d. per pkt.; 6/- per oz., post free.

**PUMPKIN (Garden).**

**Bantam.** This is quite one of the best for flavour, and being very small, it is most useful for family use. The best of all for small gardens. Seed, 6d. per pkt.; 1/6 per oz., post free.

**Giant.** This is probably the best flavoured of the large type and an excellent keeper. A first-class American variety, which we can thoroughly recommend. Seed, 6d. per pkt.; 1/- per oz., post free.

**RADISH.**

**Improved French Breakfast.** Quite an improved, very early type. Colour perfect and flavour somewhat like that of the pea-nut. Seed, 6d. per pkt.; 1/6 per  $\frac{1}{4}$  lb., post free.

**Vick's Scarlet Globe.** A standard market variety and unsurpassed for all purposes, being of very handsome appearance and excellent quality. Seed, 6d. per pkt.; 1/6 per  $\frac{1}{4}$  lb., post free.

**RHUBARB.**

**Madeleine's Matchless Perpetual.** A new and splendid type of Rhubarb for this country and especially for home use. It can be cut in six months instead of three years, which the older sorts take, and it bears continuously if well watered and well grown. Good colour and medium size. Seeds, 1/- per pkt.

**Improved Champagne.** Very early; flavour excellent, very suitable for forcing. Seed, 6d. per pkt., post free.

**Improved Victoria.** One of the heaviest of croppers; flavour of the strawberry type; stems very thick and long. Seed, 6d. per pkt., post free.

**SALSIFY.**

**Madeleine's Matchless.** This we strongly recommend, being much thicker than the old-fashioned variety. We advise all to grow a bed. Seed, 6d. per pkt.; 1/6 per oz., post free.

**SCORZONERA.**

**Madeleine's Matchless.** Treatment same as Salsify. This is said to be the most nutritious vegetable in the world. Seed, 6d. per pkt.; 1/6 per oz., post free.

**SEAKALE.**

**Madeleine's Matchless.** This is the variety we grow largely, and which we have exhibited at various shows. A most delicious vegetable when well grown, but requires very high cultivation. Seed, 6d. per pkt.; 2/- per oz., post free.

**SPINACH.**

**Madeleine's Cut-and-Come Again.** After sowing Spinach, be sure to make the ground firm with back of spade. Use well-manured ground and water copiously. Seed, 6d. per pkt.; 1/- per  $\frac{1}{4}$  lb., post free.

**New Zealand.** Excellently suited to Summer conditions in South Africa and will thrive when the ordinary type of Spinach is a failure. It grows into huge spreading plants, the tips and end leaves of which only should be cooked. Whilst it will stand excessive drought, the quality is improved by watering. Seed, 6d. per pkt.



**SWISS CHARDS.** (See under Beets.)

### SQUASH.

Enormous quantities of these are grown in America for Summer, and, more especially, for Winter use. They are somewhat akin to Marrows and Pumpkins but are far superior to the ordinary types of the latter for pies and Winter use. They are excellently suited to our climate, and, in addition to making first-class pies, they are invaluable as a stand-by. We most strongly recommend these.

**Madeleine's Matchless.** Unsurpassed in flavour for either Summer or Winter use. They can be gathered young for cooking fresh like Vegetable Marrows, or allowed to ripen on the plants and stored for Winter use, like Pumpkins. Seed, 6d. per pkt.; 2/- per oz., post free.

**Improved Hubbard.** A well-known standard variety for Winter use, for which purpose it is unsurpassed. Seed, 6d. per pkt.; 1/- per oz., post free.

### STRAWBERRY.

**St. Joseph Perpetual.** This variety is easily grown and comes true from seed, and seedling plants are much more prolific than runners. The berry is small but of wonderful flavour. Grown on a huge scale for the Paris market. Seed, 6d. per pkt., post free.

### TOMATO.

**Cultural Note.**—The Tomato requires more careful treatment than any other vegetable, but it will amply repay the attention. The plants cannot stand draughts or an exposed position, and a lot of manure or too rich a soil is a great and common mistake. Watering must also be attended to with great care, as a check from excessive drought is most injurious, whilst on the other hand they do not require an excessive quantity of water like Cabbages, etc. The seed should be sown very thinly, and the seedlings, when planted out, should be planted right down to the first leaves. The modern Tomato yields such a weight of fruit that adequate staking and tying out is essential to prevent the branches breaking. European text books recommend the thinning of branches and keeping the plants to a single stem. We are, however, satisfied that this is a mistake in South Africa, as, owing to our long growing season, hot sun and the great vigour developed in growth under our favourable climatic conditions, the plants thrive better in every way if allowed to grow into big bushes. Only where a very early crop is desired should hard stopping be practised. Tomato Black-rot (*Macrosporium tomato*—Cooke) causes heavy losses to Tomato growers in South Africa in certain seasons. This is a fungus which forms black blotches on the fruit, spreading rapidly and ruining the crop unless promptly checked. Immediately it is noticed, the fruit should all be very carefully examined, and any showing the least trace of disease should be gathered and at once burnt or buried. The plants should then be sprayed with Bordeaux Mixture, which fortunately can now be purchased ready mixed, and this treatment should be continued until the disease has been eradicated. Bordeaux Mixture should be sprayed on the plants in the early morning only, before the sun is hot and in quiet weather.

**Madeleine's Matchless Orange Perfection.** This we consider is the last word in Tomatoes. It possesses every good quality of Madeleine's Matchless (Red), but surpasses it in flavour, and has the additional merit of a novel and beautiful orange colour. It is hardy, early and prolific; the fruits medium-sized, rounded and borne in large clusters. Seeds, 1/- per pkt., post free.

**Madeleine's Matchless Perfection.** We have devoted special care to testing out various Tomatoes at our Floral Farms, and we have called this variety "Madeleine's Matchless," as we consider it is undoubtedly the finest red Tomato in cultivation for our conditions. The fruits are of a uniform medium size; intense scarlet colour and almost seedless; skin smooth and flavour delicious. Seed, 6d. per pkt.; 6/- per oz., post free.

**Madeleine's Fill-basket.** Medium sized, smooth, thin skinned fruits. A vigorous grower and heavy yielder. A reliable and really good variety, and next best to our Matchless. Seed, 6d. per pkt.; 2/- per oz., post free.

**Madeleine's Yellow Ball.** The best of the yellow varieties. Fruits of very rich colour and medium sized. Seed, 6d. per pkt.; 2/- per oz., post free.

## **TURNIP.**

**Madeleine's Matchless.** A very early pure-white variety; roots quite round (ball shape); matures much quicker than any other variety; quality perfect. Seed, 6d. per pkt.; 2/- per  $\frac{1}{4}$  lb., post free.

**Market Favourite.** An improved Globe variety; handsome crimson colour with white base; a vigorous grower. Seed, 6d. per pkt.; 1/- per  $\frac{1}{4}$  lb., post free.

## **VEGETABLE MARROW.**

**Madeleine's Matchless Hybrid.** Hybridists have been very busy quite lately trying to improve the flavour of the Vegetable Marrow, the ordinary type of which is somewhat insipid, and "Madeleine's Matchless" represents a notable advance. It is an entirely new break, and is quite distinct from any other Marrow, and the flesh is firm and delicate in flavour. The plant is of trailing habit and very prolific. We strongly recommend this in preference to any of the older varieties. It is absolutely new to South Africa. Seed, 6d. per pkt., post free.

**Improved Long Green Trailing.** Seeds, 6d. per pkt.; 1/- per oz., post free.

**Improved Long White Trailing.** Seed, 6d. per pkt.; 1/- per oz., post free.

**Improved Long Green Bush.** Seed, 6d. per pkt.; 1/- per oz., post free.

**Improved Long White Bush.** Seed, 6d. per pkt.; 1/- per oz., post free.

**Madeleine's Golden Custard.** A very prolific marrow, the fruits of which are delicious eating. They should be gathered when quite young to get the best flavour. Seed, 6d. per pkt.; 1/- per oz., post free.

**Madeleine's White Custard.** Same in every way as the Golden Custard, except in colour. Per pkt., 6d; 1/- per oz., post free.

**SPRAYS AND FERTILISERS.**

The following, which are made up in handy packets or tins, will be found to be all that is necessary for the average garden. They are made by the Cape Explosives Works and associated companies, and are absolutely reliable.

**CAPEX GARDEN FERTILISER**, A mixed all-round general garden fertiliser, which should be dusted on the surface and lightly forked in. Price,  $2\frac{1}{2}$  lb. carton;  $1/9$ , postage  $1/6$  extra; 7 lb. bags, 3/-, carriage forward; 14 lb. bags, 5/-, carriage forward.

**CAPEX NITRATE OF SODA**,  $2\frac{1}{2}$  lb. cartons. A quick acting fertiliser for Vegetables and Sweet Peas and a general stimulant. Best applied by dissolving in the water when watering. Price  $1/6$  per carton, postage  $1/6$  extra.

**KATAKILLA**. A powder insecticide wash for spraying fruit, flowers or vegetables. Most effective for green fly and also for cabbage fly. Clean, non-poisonous and easily used. Being non-poisonous we specially recommend it for vegetables. Each carton contains four packets, each packet to make  $2\frac{1}{2}$  gallons of spray. Price  $2/3$  per carton, postage 6d. extra.

**DELMORE NICOTINE-SOAP SPRAY**. A powerful liquid insecticide for fruit trees, roses, etc. Price  $3/9$  per pint tin, postage 1/- extra.

**CAPEX ARSENATE OF LEAD, POWDER**. 1 lb. tins. Mixes readily with water, and is best and safest spray for codling moth, cut worms and all leaf eating grubs and insects. Being a poison, it should be kept safely under lock and key. Price 3/- per lb. tin, postage 1/- extra.

**CAPEX BORDEAUX MIXTURE, POWDER**, 1 lb. tins. For "rust" on roses, "black rot" on Tomatoes and all fungoid diseases. Mixes easily with water and is then ready for spraying. Price 2/- per tin, postage 1/- extra.

**HARBAS, Miscible Oil Spray**. For winter spraying of deciduous trees and also for winter and summer spraying of Citrus trees. Kills Pernicious (or San Jose) scale and all other scale pests, Woolly Aphis, Bryobia Mite, Red Spider and Aphis on deciduous trees and roses, and all pests on Citrus trees. Is safe to use and will not harm the operator's hands or eyes. Price per  $\frac{1}{2}$  gallon tin 6/6; 1 gallon tin 10/6; carriage forward. Prices for 2, 4 or 45 gallon drums on application.

Any of the above can be sent by Passenger train, carriage forward, which will be slightly cheaper for distances up to about 350 miles from Johannesburg.

We shall be pleased to quote most favourable prices for any of the above Sprays or Fertilisers required in larger quantities.

# "IDEAL" SPRAYER

(Patented.)



As used in the Royal Botanic Gardens, Kew, and by the Johannesburg Municipality.

A wonderful invention which in our opinion, relegates all Syringes, Atomizers, Bucket Pumps, etc., to the scrap heap.



It won the coveted Grande Medaille de Vermeil at the International Exposition of Horticulture at Paris, and has won innumerable Diplomes d'Honneur and Gold Medals, including the Royal Horticultural Society, London, Paris, Strasbourg, Amsterdam, Geneva, Berne, Barcelona, etc., etc.

It is a toy which makes spraying a pleasure. It gives an amazingly fine, mist-like spray without any effort at all, such as is required for Atomizers, Syringes, etc., and the quantity of material used is negligible.

It is used for all sorts of purposes, for instance, the Witwatersrand Commercial Exchange use it for spraying the air in the Exchange. It is used in Madeleine's Tea Rooms, Johannesburg, for spraying perfume in the air. It is invaluable to Florists for spraying flowers and made up work. It is used for spraying Carbolineum, White Wash, etc., etc. The Johannesburg Municipality have found it absolutely invaluable for spraying Petrol to form an explosive mist in the new sanitary wagons.

With it pests never get a start. In practice you carry it in your hand when strolling about the garden looking at the Roses or in the orchard, and wherever you see fly starting on a shoot, you finish them off there and then. Consequently, pests never get a start. During the past two years, whilst testing out the Sprayer, our Orchards, Roses, Sweet Peas, etc., have been absolutely clean and we have hardly used any spray at all. In consequence, blooms have not been damaged.

For Hospitals, Sick Rooms, etc., etc., the Sprayers are a real boon.

Nothing we can say can adequately express our commendation of these sprayers, which we recommend without qualification as incomparably superior to all other hand-spraying apparatus.

Can be used in three different ways :—

- (1) Normal jet for ordinary work with the liquid entirely vaporised ;
- (2) Direct jet, not vaporised, carrying about 30 feet ;
- (3) Long direct jet, vaporised, carrying about 30 feet. Prices : Copper, to hold about 1½ pints, 35/- each, carriage extra ; Copper, to hold about 3½ pints, £2 2s. 0d. each, carriage extra. Spare Washers, 2d. each.

Prices subject to alteration, although no increase anticipated.



### "IDEAL" PATENT SPRAYERS.

Are quite invaluable for the following uses :—

#### FOR—

- Watering fine seeds.
- Spraying cut flowers or ferns or foliage plants.
- Spraying Sweet Peas, Roses, etc., for Green Fly or Mildew.
- Spraying Cabbages, Brussels Sprouts, etc., for Cabbage Fly.
- Spraying Fruit Trees for Scale, Fly, Woolly Aphis, Leaf Curl, etc.
- Spraying Tobacco Plants, Violet Plants, Strawberry Plants, for Red Spider, Rust and other pests.
- Spraying Stock and other Seedlings for Caterpillar.
- Spraying Arsenate of Lead as a bait for leaf-eating insects.
- Spraying Perfume, Disinfectant, Fly-killing Compounds, etc., in the Home, Sick-room, Hospitals, Bioscopes, Tea Rooms, Shops, Offices, Public Buildings, Fowl Houses, etc., etc.
- Spraying on Whitewash.
- Spraying on Carbolineum.
- Cleaning off Machinery by spraying with Petrol and Paraffin.
- Spraying an Explosive Mixture into the new type of sanitary wagons.
- Florists' use for spraying Bouquets, Wreaths and keeping flowers fresh.
- Nurserymen, for damping down cuttings and the air in Fern Houses and Greenhouses of all sorts, and also for damping the air in seed frames and for spraying seedlings transplanted into tins or nursery beds.
- Other uses too numerous to mention.

Linden,

near Johannesburg,

29th July, 1927.

Messrs. Madeleine's Floral Farms,  
57, Pritchard Street,

Johannesburg.

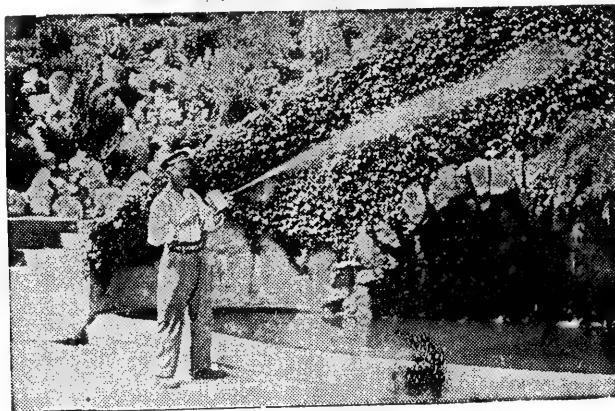
Dear Sirs,

In reply to your enquiry, I can thoroughly recommend your "Ideal" Sprayer to any Orchardist, however many trees he may have. I myself have some 4,000 trees, mostly Peaches, and your little, I might almost say toy, spray, has enabled me for the past two years to keep my trees absolutely free from fly, and has reduced my annual bill for Tobacco Extract from a formidable amount to an entirely negligible one. Also, as the pest is stamped out immediately it starts, it never gets a chance to spread or damage the trees, and so there is no loss from damaged fruit.

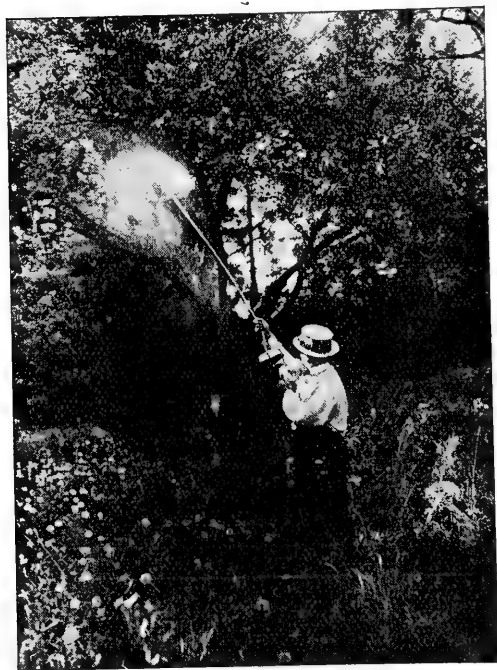
Yours faithfully,

(Sgd.) E. G. CARTER.

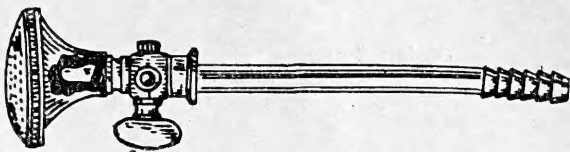
P.S.—I speak from a Fruit-growing experience of over twenty years.—E.G.C.



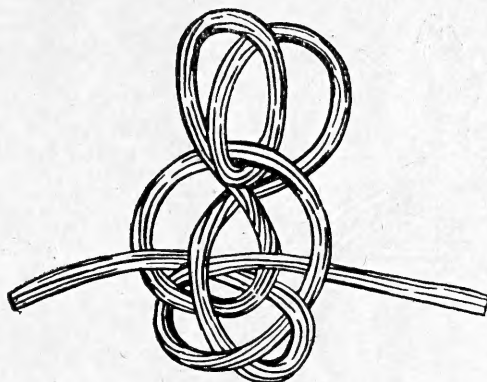
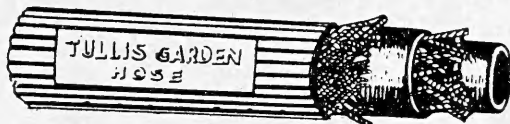
Long Distance Fine Spray.



Spraying with Extension Tube.



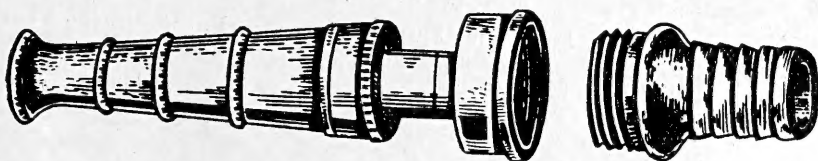
**Ordinary Brass Rose, with Tap.** Price,  $\frac{1}{2}$  inch, 4/- each :  $\frac{3}{4}$  inch, 5/- each.  
Postage extra.



#### GARDEN HOSE.

Made by the **Dunlop Tyre & Rubber Company**, which is the finest guarantee of quality you can get ; and the hose is so made that it is light, extraordinarily pliable, possesses exceptional strength and lasts wonderfully. Prices are also very low for such high-class braided hose. We use it at our Floral Farms in preference to any other brand and we unreservedly recommend it.

Can be obtained in any length and in sizes from  $\frac{1}{2}$  inch to  $1\frac{1}{2}$  inch. Prices :  $\frac{1}{2}$  inch, 8d. per foot ;  $\frac{3}{4}$  inch, 11d. per foot. Carriage extra. Prices are subject to alteration, although we do not anticipate any increase.



#### BOSTON SPRAYS.

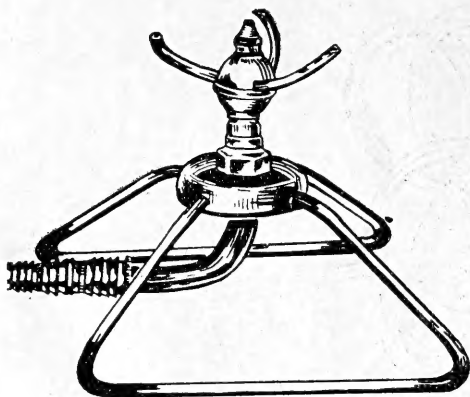
An excellent nozzle which can be easily adjusted from time to time to give anything from a fine, mist-like spray to a heavy jet, or to shut off altogether. We strongly recommend it for ordinary garden work. Price : 6/- each. Carriage extra. Prices subject to alteration.



**Boston Spray**, mounted on Iron Spike for sticking into Lawn or Beds.  
Price, 9/- each. Carriage extra.



**Revolving Spray**, mounted on Iron Spike for sticking into Lawn or Beds.  
Price, 9/- each. Carriage extra.



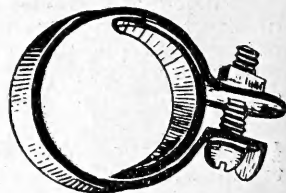
**Sled Lawn Sprinkler**, mounted on runners to pull about lawn. The top revolves, throwing a fine spray to cover about a 25 foot circle.

Price, 9/- and 15/- each.  
Carriage extra.



**"Everon" Tap Union**, for attaching hose to taps that are not screwed at the end for a union. Very useful and very handy to attach.

Price,  $\frac{1}{2}$  in. 3/6;  $\frac{3}{4}$  in. 4/-  
Carriage extra.



**Hose Clamp**, for clamping hose on nozzle and union.

Price for  $\frac{1}{2}$  in. hose 4d. each  
 $\frac{3}{4}$  in. " 6d. "  
Carriage extra.

All prices subject to alteration.

We can also supply or obtain almost any kind of spray or sprinkler if required or fittings of any kind.





